

December 23, 1954

Mr. John H. Lerch
1240 Bryden Road
Columbus, Ohio

Dear John:

I have just received your letter of December 16. I am sorry that you have run into a situation where the Center is still developing routines, and inquiries like yours have not yet been frequently enough encountered to encounter more efficient handling. I think the replies you have received from Robert Hudson of the ETRC, as well as my own, have been sincere, and represent no effort to give you the run-around.

The fact is that we have so many sources of programs from Europe that I do not feel that we could recommend, or request of the ETRC, a special grant in this area for radio. In television, they need to wait for no special recommendation of course, and it was with the idea that something of possible value to them might emerge that I suggested your addressing Mr. Hudson.

We no longer have funds for special projects or grants to individuals, as were made in the days when Milton Mayer did VOICES OF EUROPE. In other words you are the sort of problem that we do not yet have provision for helping. This in no wise indicates lack of interest and I hope will not discourage you in the approaches you make to other stations or networks. The economy of NAEB operation has always been such that we have had to count heavily on exchange arrangements with European stations and persons, and on such free materials as Fulbright scholars from our member institutions have been able to provide, etc.

With reference to your listing me as a recommendation, I shall be glad to refer any investigator to Stu Green. For your future reference his full address is

W. ^uStewart Green
4370 Kraft Avenue
North Hollywood, California

Mr. John H. Lerch

Page 2

December 23, 1954

Once again my regrets that we do not now seem to be in a position to make use of the sort of project you have to offer, and best wishes for your finding something which will be both profitable and satisfying. Best wishes for the holiday season.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ep

CC: Robert Hudson, ETRC
John Holt

JOHN H. LERCH

*Rec'd
Dec 20
Marked
personal*

*Time when routines
still being set up.*

*Special Grants - Social
Areas.*

*no longer have
funds for special
projects or
grants to
individuals*

December 16, 1954
1240 Bryden Road
Columbus, Ohio

Dr. Harry Skornia
NAEB
Urbana, Illinois

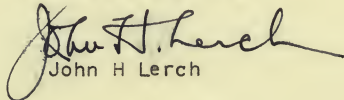
Dear Dr. Skornia:

Curiously enough, a note from Mr. Paul Hudson of the Radio-Television Centre in Ann Arbor informs me that he has referred my inquiry about a Ford grant to you. Since we spent some little time last year discussing the merits of my proposed REPORT in EUROPE through your executive committee I suspect the answer will remain much the same. It was my mistaken notion that the Center in Ann Arbor was empowered to act directly on a project if they found it suitable. At any rate, I should be glad to give you additional information about my reporting project (the format of which has been simplified and streamlined considerably).


And one additional matter at hand, if you will. While in Washington last week, I chatted with the USIA people who were quite interested in using me in a special project; and in order to hurry up the labyrinthine security process, I gave them 10 names of persons now residing in the United States who had known me in Europe. Now, if I recall correctly, you came to Rot Weiss Rot after I had left; but William Green was still there. And I unfortunately do not know his present whereabouts, although I did know your address exactly. So--- would you be kind enough to refer the investigating party who may call on you in the near future to Mr. Green, if you do happen to have his present address. This is fairly involved and indirect I realize, but done in the interests of some expediency (Or what USIA believes is expediency).

Many thanks for your kind attention, and I hope things are going well at NAEB and that life in Urbana is stimulating. My best wishes for a pleasant holiday.

Cordially yours,


John H Lerch

October 21, 1954

Mr. John H. Lerch 
333 N. Michigan Avenue
Suite 1001
Chicago, Illinois

Dear Mr. Lerch:

Dr. Skornia is in New York for the NAEB National Convention, so I am replying to your letter of October 19.

I have checked with Mr. Holt and you will hear from him within a few days. We don't have a great deal of material or information we can send you about Milton Meyer's programs, but he may be able to send you a descriptive brochure.

Sincerely,

Harold E. Hill
Associate Director

HEH:cp

333 N. Michigan Avenue
Suite 1001
Chicago, Illinois
October 19, 1954

Dr. Harry Skornia
Executive Director
National Association Educational Broadcasters
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

About a week ago I addressed an inquiry to John Holt who has not replied, and it has occurred to me that perhaps he has left your organization. You may recall that about a year ago at this time I visited you in Urbana to discuss, among other things, the possibility of your distributing "Report In Europe".

There has been considerable renewed interest in the project to the extent that I have formed a company, John Hamilton & Associates, in Chicago. The 15 minute documentary presentation of news will be done in Europe and distributed from here, but it will be a commercial deal aiming for the small independent stations.

My reason in writing you at this time is to request any information or brochures you may have on Dr. Milton Meyers' "Voice of Europe". I remember that this program was carried by university stations and had a kind of mixed reception. Any comments and suggestions you will care to make will be greatly appreciated. I am sure that you will appreciate this is quite a venture!

Cordially,

John H. Lerch
John H. Lerch

jhl/s

L

November 9, 1954

Mr. John H. Lerch
404 Laurel Avenue
Wilmette, Illinois

Dear Mr. Lerch:

I believe that our Associate Director Harold Hill dropped you a note telling you how hectic things have been with our recent convention and that I would respond to your letter at the first opportunity. I'm sorry to have kept you waiting.

Unfortunately, we do not have any copies of Milton Mayer's itinerary. However, we do have brochures giving summary background on the interviewees and the subjects discussed in 40 of the 65 programs. Copies are enclosed.

The Milton Mayer series was, on the whole, quite well received. Personally, I am inclined to believe that, with our rapidly developing international-consciousness, so to speak, the series which you outlined for us would be well received. If I remember correctly, one part of each program, or of some of the programs, was to be devoted books bearing on the European scene. I feel a bit sceptical of the success of this idea. We are not, on the whole, a nation of book-readers, and I'm afraid that the effect might be that of second-hand information where the program should strive for a sense of immediacy.

Or do I remember correctly?

I am sorry I can offer nothing more constructive, but, if we can be of help in the future, please call on us.

Sincerely,

John Holt
Network Manager

JH:cp
Encl.

RECEIVED
NAEB HEADQUARTERS

OCT 18 1954
AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

404 Laurel Avenue
Wilmette, Illinois
October 14, 1954

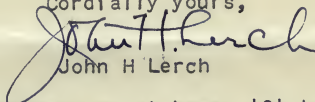
Dear Mr Holt:

You may recall that we corresponded about a year ago on my projected REPORT IN EUROPE and that I drove to Urbana one time to talk with you and Dr Skornia.

Since then, I have been scripting for E B Films in Wilmette, not too far away. There has been some revived interest in my reporting from Europe, and I wanted to ask you if you would tell me whether Dr Milton Meyer's VOICES of EUROPE has met with any success this past year. I recall from listening to two or three of his programs that he had any entirely different approach, and an entirely different method of operation, but the ideas are still somewhat comparable. I should also appreciate it, if you would send me a folder that outlines his itinerary: where he has been and gives some content of the tapes. Any light you can shed on the reception to his program, and what you think mine, if launched through small commercial stations would be likely to get, will be very welcome.

Some week end, I may hop down to Urbana and see what you're up to! Please give my kindest regards to Dr. Skornia.

Cordially yours,


John H Lerch

Would you kindly address me at home: 404 Laurel Avenue, Wilmette.

Mr. John Holt
NAEB Tape Network
University of Illinois
Gregory Hall,
Urbana, Illinois

December 15, 1954

Mr. John H. Lerch
1240 Bryden Road
Columbus, Ohio

Dear Mr. Lerch:

Yesterday we got an address for Bob Goralski, and I remembered that you asked where he was. The address is

Mr. Robert Goralski
The Asia Foundation
23 Clifton
Karachi, Pakistan

Hope all continues to go well with the program.

Best regards,

Sincerely,

John Holt
Network Manager

JH:cp

JOHN H. LERCH ~~AND~~ ASSOCIATES

333 North Michigan Avenue . . . Chicago, Illinois
1240 Bryden Road, Columbus, Ohio

November 22, 1954

RECEIVED
NAEB HEADQUARTERS

Mr. John Holt
NAEB Tape Network
University of Illinois
119 Gregory Hall
Urbana, Illinois

NOV 23 1954
7:22 PM
11/23/54

Dear Mr. Holt:

Thanks for your letter of November 9 which caught up with me at home. The brochures were useful and I've written William Harley at Madison, Wisconsin who serves as program coordinator for Dr. Mayer for his suggestions. The 500-station mailing campaign brought interesting comments but few sales, so the whole idea has to be re-shaped and sold differently or scrapped entirely.

I'm glad to learn that Dr. Mayer's show was well received. His program is 30 minutes, mine 15. The format has been completely streamlined to include three main items: top story of the week, key figure interview, and continental crosscurrents which is similar to the Atlantic's Periscope Section in that business trends and speculations are discussed: new inventions, medicine, science, military information, etc. There is no book review and no built-in travel talk any longer. Now and then there may be quick reference to an article or book of considerable interest.

Right. The program does strive for a sense of immediacy and gets it over. The time-lag of maximum 8 days before air time does not hinder this, however, any more than Howard K Smith's reports from London on Sunday radio are dated .. or American Week on TV.

I'm hoping to pick up a national sponsor or an institutional sponsor such as Ford Foundation. Any ideas? I hardly feel it's worth while to reactivate the program for your committee. Last year at this time it struck me as terribly complicated to get a vote or a concerted opinion. Let me hear from you, and where's our friend Goralski?

Cordially,

John Lerch

"REPORT in EUROPE"

A QUARTER HOUR WEEKLY RADIO NEWSCAST TAPED IN EUROPE FOR YOUR STATION

February 8, 1954

Mr. John Lerch
1240 Brycen Rd.
Columbus, Ohio

Dear Mr. Lerch:

The Network Acceptance Committee has asked me to extend its thanks for your submission. It is unfortunate that only a limited number of the many fine submissions can be accepted, and the Committee has voted against the distribution of Report on Europe. (Individual comments on submissions are not made at present, though we hope to establish a means of making such criticisms.) We hope you will not be deterred from making other submissions in the future.

And, speaking personally, I hope that you will drop in and see us when next you are in or around Urbana.

Sincerely,

John Holt
Network Manager

JH:do

November 18, 1953

Mr. John H. Lerch
1240 Brycen Road
Columbus, Ohio

Dear Mr. Lerch:

If you care to send us another program or two, as you suggest in your letter of November 20, we would be very happy to forward copies to the Network Acceptance Committee.

Any time you find it convenient to be in Urbana, either our Executive Director, Dr. Harry J. Skernia, or I would be very happy to talk with you.

Sincerely,

John Holt
Network Manager

JH:do

November 25, 1959

Mr. John Lerch
1240 Bryden Rd.
Columbus, Ohio

Dear Mr. Lerch:

Thank you for the two tapes which arrived today and duplicates of which we are forwarding to the NAME Program Acceptance Committee.

I note that Tape #1 is timed at 15:10. We would much prefer tapes to be within standard lengths, in this case 14:30. Stations often find it difficult or impossible to include "overtime" programs in their schedules, and such programs, often deleted from broadcast schedules, always bring us complaints.

Sincerely,

John Kelt
Network Manager

JH:dc
cc: W-ldo Abbot, KUON
Bernard Bush, WHYC
Northrop Dawson, KUON
William Harley, WBA
H. E. Salley, WFTL

JOHN H. LERCH

RECEIVED
NAEB HEADQUARTERS

NOV 17 1953

November 16, 1953

718 4001 192 12 8 45 6

Columbus, Ohio

Mr. John Holt
Network Manager
NAEB Tape Network
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Holt:

Many thanks for your prompt attention in sending me the six names of your Acceptance Committee to whom, this date, I have sent the forms. I have stipulated, you will note, the date of January 9, 1954 as a suitable beginning date from Salzburg.

There are a number of details I should like to work out in policy matters before going, if this projected series is accepted. I am able, you see, to execute a reporting commission as it were, and could very well get on tape the specific kind of information or material the network would like to have. I have thought that the type of thing already done on the sample or audition tape would give you a rough notion of what will be done. Incidentally, I learn to my chagrin that the quality of the copy-tape sent you (and hence sent to the other committee members) is not good. Therefore, I request that I be allowed to submit another tape for critical consideration, for as a producer, I could not let this stand!

A second tape will be done this Wednesday which treats Finland* Pawn in Europe; a travel talk on Corsica, review of Admiral Steven's Assignment Russia, interview with a young Greek girl. Third show being readied for taping Friday: Economic Survey of Spain, talk on Cairo, chat with an English journalist, articles dealing with America's effort abroad (specifically in Italy).

I want to have six stand-by tapes of this rather dateless type ready before leaving. I expect, too, to draw up a complete schedule of assignments and topics for 13 programs and have this sheet mimeographed and mailed out. It will be understood that these topics may change once I am on the spot in Europe, but this list certainly will give an idea of the kind of reporting assignment I have given myself.

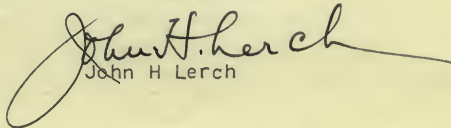
Any further suggestions or comments will be very much appreciated. If you should like to see me in Urbana in the near future I would be pleased to drive over and to go into the modus operandi of

REPORT in EUROPE with you personally. I can give you, at that time, professional and character references, as well as financial security assurances, which I think ought to be considered somewhere along the line.

You see, Mr. Holt, I am quite concerned about REPORT in EUROPE and want very much to have it succeed and to measure up to highest expectations. To this end, I am willing to bend every effort and also to put in whatever financial contribution is necessary: I do not regard it primarily as a 26 show affair. This number is arbitrarily arrived at for convenience sake; and, I think, too, that NAEB's sponsorship for one year ought to be a mutually safe testing period; that is, I shall deliver 26 tapes or more within a 12 month period. This figure can very well and easily be made nearer 40.

I should welcome your opinion on this, and also will ask you to hold up final judgment until you have another tape of the Trieste program as well as the new Finland show.

Cordially yours,


John H. Lerch

November 4, 1953

Mr. John Lerch
1240 Bryden Road
Columbus, Ohio

Dear Mr. Lerch:

The tape recording of your program arrived here today. Copies will be made for our Network Acceptance Committee and the original will be returned to you within a few days.

Sincerely,

John Holt
Network Manager

JH:do

NAEB NETWORK

November 3, 1953 (Dictated)
November 5, 1953 (Typed)

make file on
Mr. John H. Lerch
1240 Bryden Road
Columbus, Ohio

Dear Mr. Lerch:

Thank you very much for your letter concerning your proposed program "Report in Europe."

Since programs and series proposed for distribution by the NAEB Network must be committee-screened, would you be kind enough to send a copy of our Program Submission Form to each member of the Association's Network Acceptance Committee, to the chairman of the International Relations Committee, and to this address. It would also be helpful if you enclosed copies of your information sheet and brochure with each form.

The addresses are:

Mr. Waldo Abbot, Chairman
Network Acceptance Committee
National Assn. of Educational
Broadcasters

Station WUOM
University of Michigan
Ann Arbor, Mich.

Mr. Bernard Buck
NAEB Network Acceptance Comm.
Station WNYC
2500 Municipal Building
New York, N.Y.

Mr. William Harley
NAEB Network Acceptance Comm.
Station WHA
University of Wisconsin
Madison, Wis.

Mr. Seymour H. Siegel, Chairman
International Relations Committee
National Assn. of Educational
Broadcasters

Station WNYC
2500 Municipal Building
New York, N.Y.

Mr. Northrop Dawson
NAEB Network Acceptance Comm.
Station KUOM
University of Minnesota
Minneapolis, Minn.

Mr. H. E. Salley
NAEB Network Acceptance Comm.
Station WFPL
Louisville Free Public Library
Louisville, Ky.

The tape-recording of your program has not arrived here as yet, but copies of it will be made and distributed to the above listed persons as soon as we receive it here.

Again, thank you very much.

Sincerely,

John Holt
Network Manager

cc: Abbot, Buck, Dawson
Harley, Salley, Siegel

JOHN H. LERCH

November 2, 1953
1240 Bryden Road
Columbus, Ohio

Mr. John Holt
Room 14
Gregory Hall
NAEB
Urbana, Illinois

Dear Mr. Holt:

This date I have mailed you under separate cover an audition tape of my projected "REPORT in EUROPE."

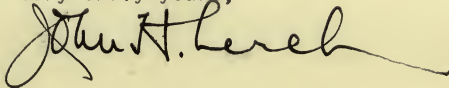
The enclosed literature will give you a notion of what I expect to do, and how it will be handled. I learned from Mr. Ewing of The Ohio State's WOSU that a similar tape series: Voices of Europe conducted by Milton Mayer had been handled through NAEB. I have now heard some of these and seen the announcements for the third series. There certainly is no duplication of effort or even overlapping of effort, as far as I can see.

I should appreciate very much having you audit the tape and give me your candid opinion. I wrote the script here, from information gathered from the New York Times, the Atlantic, and clippings from newspapers. My intention on this sample tape is to create the feeling of hearing something on-the-spot from Europe.

I should like to go to Salzburg after the first of the year; and I have a tentative lease on an office there now. You will see from the attached curriculum vitae that I have spent some time in that part of the country and know the area well. My reasons for operating in and around Salzburg are stated, but these two predominate: it is strategic to all points of interest; and it is cheap.

I regret that the copy dubbed off is somewhat low in volume at first, and that a hum has occurred. At any rate, I think you will have a more detailed notion of what REPORT in EUROPE is about after listening; and if there is sufficient interest from your staff at NAEB I should be happy to drive over for a few days to explain and outline the whole procedure in detail. I might add that local reaction among broadcasters here has been favorable.

Very truly yours,



Mr. Hoet
NAEB.

JOHN H. LERCH
1240 Bryden Road
Columbus, Ohio

Qualifications: Thoroughly familiar with all phases of radio programming, including 5 years' experience as announcer, script-writer, producer, newscaster, and program director. First-hand knowledge of Western European and Asian radio techniques.

In Vienna, Austria (1948-49). Responsible for 10 producers assignments and all special events originating from Vienna. Promoted to station manager before leaving. ~~Terminal salary: \$4800 plus housing.~~

In Munich (1951-52); foreign language producer for RADIO FREE EUROPE for 18 months. Set up training program for Czechs, Poles, Hungarians. Produced over 300 programs aired--of all formats. Promoted to administrative head of Hungarian Desk: studio booking, schedules, transportation, personnel work. ~~\$7500 per annum.~~

In Manilla, Philippines. Assistant Program Director, RADIO FREE ASIA. Responsible for staff of 30 Filipinos, 10 Chinese. Supervised shaping and direction of news, information, drama, farmers' shows. Policy decisions in program planning and development affecting Chinese listeners overseas, Filipino audience, and language desks for other Asian countries. Budget and recruitment of personnel. RADIO FREE ASIA terminated activity April 15, 1953 by order executive committee, San Francisco. ~~Terminal salary \$12,000 per annum~~ with slated increase for July 1.

Two months study-survey through Southeast Asia to measure effectiveness of psychological warfare facilities and listenership in Hongkong, Siam and Japan.

Writing, Editing: Assistant editor army camp newspaper (1944). Made staff assignments, reviewed and edited stories. Planned and arranged interviews. Recently (1952) wrote Cultural News in Free Europe used as promotional material for Radio Free Europe by university stations.

Military Experience: Army Counter Intelligence Corps. 19 months overseas as observer, reporter on internal security France and Germany. Investigation subversive activities. Interpreter services on highest level: personal aide to Commanding General, 7th Armored Division.

Languages: Authentic command French and German. Knowledge of these languages learned in those countries. Working knowledge Spanish. First-hand experience in dealing with, working with, living with Europeans and Asians. Total : 4 years in Europe, 1 year in the Orient.

Education: Certificat d' etudes, Universite de Grenoble. France 1946.
Stanford University, A. B. 1947
Ohio State University, M. A. 1950.

Aug. 15, 1953

WORLD AFFAIRS ARE YOUR AFFAIRS

Here is the answer for the radio
listener who demands and deserves
global reporting at its best.

Presenting
JOHN LERCH

News and Special Events from Salzburg

"REPORT IN EUROPE"

A thoughtful new radio program *from Europe*
bringing you vital information-in-depth

*A unique service to the independent radio station in the
United States*

**TO KEEP AN INFORMED RADIO AUDIENCE IN AMERICA
CONSTANTLY BETTER INFORMED**

REPORT IN EUROPE

- ☆ *A fifteen-minute tape airmailed from Salzburg, Austria WEEKLY bringing timely, current events and background news.*
- ☆ *A prestige program for the program director who needs to build his audience by strengthening news coverage.*
- ☆ *A genuine public service to the community.*
- ☆ *Very reasonable subscription rate plan.*

Format:

Two or three items discussed per program in addition to on-the-spot special events and interviews . . .

MAIN ITEM:

One Dominant issue. For example, background facts and present trends, plus a short review to the present time, of the Communist Party in Italy.

SECOND ITEM:

Talk with the mayor of Munich who discusses German recovery or specific reconstruction in his city. /or/ Talk in Innsbruck, Austria with the French commandant who outlines the problems of the French in administering their zone.

CALENDAR OF EVENTS:

One or two minutes per show devoted to travel information and evaluation of a specific festival (the Dijon Wine Festival, the Music Concerts at La Napoule, the Bach Festival at Menton, or Wagner at Bayreuth). Events commended to the attention of Americans planning an itinerary in Europe. Particular emphasis on the choice and little-heralded celebrations in Europe.

USEFUL READING LIST:

A truly worthwhile feature. John Lerch knows that the serious follower of European affairs will appreciate knowing where he can find additional material relating to subject treated in a broadcast. So, John Lerch will close his program by advising his listeners to read:

- (1) "Last Reprieve for Europe", in the October 13 issue of *The Reporter* magazine.
- (2) Fall issue of *The Virginia Quarterly Review* for a revealing treatment of France's internal paralysis in government.
- (3) The Magazine Section of the *Sunday New York Times*, for Anne O'Hare McCormick's study of the new spirit of independence in Europe, that is, the psychological rebellion against American advice or interference in native, traditional ways of business and government.
- (4) The October *Atlantic Monthly* which carries a 64-page supplement on *India Today*.

In other words, John Lerch will call attention to whatever is of significance that bears on what he has mentioned in one of his programs. In closing the program, Mr. Lerch will briefly preview what's coming: where he will be and with whom he expects to talk next week.

OF COURSE, THIS IS A SERIOUS PROGRAM:

Therefore, John Lerch expects to build a reading habit *with* his audience in order to expand and further their understanding of world events. Further, he recommends the *map habit*. That means taking out an atlas or current map and looking at it *while* he discusses the critical areas of Europe where he now is, or where he will travel next week. Most Americans really like a little geography now and then.

REPORT IN EUROPE

- . . . John Lerch will talk with people who are sensitive to and aware of their many, different problems: housing, inflation, cost of living, rearmament, scientific developments, artistic creativity in several fields . . . *and* the program will be candid without being controversial. Your commentator will talk with the *informed person* in order to bring you a seasoned judgment; he will talk with writers, scholars, scientists, professional men, diplomats, the clergy, and businessmen.

ANYTHING ELSE? . . . YES, INDEED!!

- . . . Visiting personalities. Salzburg is a famous city which draws notables during the vacation season, especially during the world-famous *Festspiel*.
- . . . *Scheduled* trips to Madrid, Rome, Paris, and Vienna. John Lerch will take you with him to the various capitals of Europe and bring you authentic, representative voices and opinions from those places.
- . . . *Unscheduled*: Leave room for the unexpected scoop—the exclusive interview! John Lerch has a trained nose for news. He'll bring you *living reports* that reflect present-day thinking of Europeans from which the American listener may draw his own conclusions.

HOW WILL IT WORK

AND HOW MUCH DOES IT COST?

John Lerch has an office and studio in Salzburg. He has two portable tape machines, but will use the precision recording facilities of the Austrian National Network in Salzburg.

A master copy and safety duplicate will be airmailed from Salzburg each Tuesday morning arriving in New York on Wednesday afternoon. Remington Records, the Shelton Hotel, 49th and Lexington serve as agent and distributors: they will get *your* tape in the mail

REPORT IN EUROPE

Thursday morning; and you may safely schedule *Report in Europe* Friday, or save it until Sunday, if you like.

Depending on the quantity of subscriptions, the contracts signed before leaving the States, the cost will vary between \$100 per month and \$125. One tape a week guaranteed.

WHY SALZBURG, AUSTRIA?

- Heart of central Europe—strategically located for news events in that area. An inexpensive operating headquarters.
- Radio Free Europe maintains an information-research office in Salzburg.
- The Harvard University Graduate Council supports the Salzburg Seminar in American Studies at Schloss Leopoldskron outside Salzburg which brings the foremost lecturers and experts from America to teach European students.
- The Blue Danube Network, operated for the U.S. Armed Forces in Austria, has a studio and newsroom in Salzburg.
- Rot-Weiss-Rot, the Austrian National Network of which John Lerch was formerly Vienna program director, operates a large station there.
- The United States State Department (Information Service) has an excellent library with the latest American magazines, reference books, and other research facilities in downtown Salzburg.
- The summer music festival (Festspiel) brings thousands of devoted music lovers and celebrities. In winter, the Tyrolean Alps surrounding Salzburg attract skiers and sport enthusiasts. There exists, too, a high potential for behind the Iron Curtain break-throughs, information from Czech and Hungarian refugees, and other news exclusives which occur in the area.

A WORD

ON YOUR COMMENTATOR:

John Lerch, a Mid-Westerner by birth, an Internationalist by temperament and training, has lived for 4 years in Europe and graduated from a French University. He also spent one year in the Orient engaged in important radio news work. In Manila he was assistant program director of the late *Radio Free Asia*. John Lerch has first-hand knowledge of Western Europe, invaluable contacts and friendships in ten countries. He speaks a native French and German, makes a point of getting below the surface on his travels and in his work. In 1952 he completed a 6,000-mile photographic expedition through the lesser-known villages and by-ways of 10 countries. Further, he played an important part in the early days of *Radio Free Europe* as foreign language producer, and worked for 18 months in Munich producing over 300 programs beamed behind the Iron Curtain.

**SAMPLE TAPE
AVAILABLE ON REQUEST**

L

April 28, 1955

Mr. John Lerch
Station WOSU
The Ohio State University
Columbus 10, Ohio

Dear John:

I've asked about the market for television news directors and have been told that at the moment there is no opening known to Bob Underwood, the gent in charge of the Placement Service. I would send him those forms if I were you. He won't advance any name to a possible employer unless he can supply the details, and of course an inquiry about candidates for a job might come in "any minute now". The salary range is very wide, incidentally; \$3600 to \$7800, generally according to the size of the operation. Sorry that I don't know what the average or the mean is.

Had a very pleasant time that Friday evening. Hope we may do it again some time.

Sincerely,

John Holt
Network Manager

JH:jy

THE OHIO STATE UNIVERSITY

HOWARD L. BEVIS, President

COLUMBUS 10

April 26, 1955

BROADCASTING STATION WOSU

830 Kc. 5 Kw.

WOSU-FM 89.7 Mc. 14 Kw.

ROBERT C. HIGG, Director

RECEIVED
NAEB HEADQUARTERS

APR 27 1955

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. John Holt
NAEB Tape Network
Urbana, Illinois

Dear John:

Enjoyed seeing you and being with you during your visit in Columbus, and hope that we'll see something of you again soon. These must be busy days preparing for the important event in May. Incidentally, I'm starting "Journeys Behind the News" which I think you put out over NAEB-- from Russ Porter in Denver... well, I'm re-adapting the scripts plus new information and doing it over WOSU now.

Would appreciate it if you could place a discreet inquiry with your NAEB placement service man: I've forgotten his name, but was sent 600 forms last summer and thought there must be a way of circumventing this ~~excess~~ red tape. To continue: if you could place an inquiry before I send in the material to find out what the market is (possibly a place and salary estimate) of news director for TV, this I'd appreciate. Not sure that I'm staying and not sure that I'm leaving, but there may be more challenging and immediate assignments in educational TV popping up where they really do things, you know..

In other words, I'm not sure that I can afford the luxury of WOSU much longer, and its medieval pay scale. If we could all sit with hands folded until the new President arrives and presume he's sold on TV- and has a realistic concept of salaries, programs and people, then that would be worth waiting for. As it is... qui sait?

Let me hear from you in a spare moment, and will appreciate your sounding out something if you can. Cordially, John *John*

Lerch

October 20, 1955

Mr. John H. Lerch
Radio Station WOSU
Ohio State University
Columbus 10, Ohio

Dear John:

I just received a note from Sy Siegel of WNYC, the chairman of the NAEB International Relations Committee. He says, in part: "Insofar as Customs Clearance is concerned, this particular type of series could come under the heading of News. There are no dutiable charges necessary on this type of tape. All it requires is a certificate on the part of the Receiving Station that the material is News."

If the NAEB can't be called a "Receiving Station," perhaps arrangements can be made to channel tapes through a station. Anyway, it's one more bit of information I thought you should have if you didn't already.

Oh, yes, and Sy says he looks forward to hearing further from you.

Best regards,

Sincerely,

John Holt
Network Manager

JH:cr

October 19, 1955

Mr. John H. Lerch
Radio Station WOSU
The Ohio State University
Columbus 10, Ohio

Dear John:

I hasten to reply to yours of October 17. To clear customs, pending completion of long negotiations now "raging" in the name of the NAEB which they haven't felt is a "bona fide educational institution" for which automatic exception can be made to enable free entry, please address tapes to us

University of Illinois
14 Gregory Hall
Urbana, Illinois

ATTENTION: Dr. H. J. Skornia.

I hope we may be able to improve on this later, but for now...

Afraid Sy will have to tell you how to address tapes for him. I think he has channels worked out on this, since he's more of a "veteran" on this than we are.

Have you arrangements for tapes? If you want us to send to you, be sure to let us know how to get them to you, too.

The very best of luck, John. It's a pleasure finally to be able to get together with you on a project. We'll certainly do our best at this end to insure success.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr
CC: Sy Siegel
F. E. Schooley
John Holt

THE OHIO STATE UNIVERSITY

HOWARD L. BEVIS, *President*

COLUMBUS 10

BROADCASTING STATION WOSU AND WOSU-TV
820 Kc. 5 Kw.

WOSU-FM 89.7 Mc. 14 Kw.

WOSU-TV CHANNEL 34

ROBERT C. HIGBY, *Director*

October 17
1955

RECEIVED
NAEB HEADQUARTERS

OCT 18 1955

7 8 9 10 11 12 1 2 3 4 5 6

Dr. Harry Skornia
NAEB
Urbana, Illinois

Dear Harry:

Many thanks for your good letter of Oct. 11. What with cholera, tetanus, and typhoid raging through my system along with wind-up details here at WOSU, you can imagine I'm slightly feverish. Departure date from Columbus is now set at Oct. 25.

I very much want to do the series mentioned on life in Japan; and as soon as I get to Tokyo will outline a few programs. Incidentally, they will be taped either in the Dept. of the Army radio station or at NHK, to insure good quality.

Roughly, the format that I've been thinking about is this:

MAIN ITEM: News in Japan (approx. 5 min). A current topic or subject that is known in the US and of vital concern in Japan. Timely and durable!

SECOND ITEM: Key Figure Interview: 4-5 minute talk with an official, artist, architect or notable whom I could meet let's say at the new International House built by the Rockefeller Foundation.

THIRD ITEM: What's new in Japan: products, ideas, marketing methods, this last a 5 minute feature department that underscores off-beat stuff be it music or pottery making in Kyoto.

I plan to send the first tape to Mr. Seymour Siegel at WNYC; and I hope to have it properly "produced" in Tokyo.

Naturally, I'll let you know my address as soon as I have it. Meantime, the permanent stateside address is: 1240 Bryden Road, Columbus, 5, Ohio.

Would you kindly advise me of the best way to expedite tape shipment through customs. If I label them "for educational use, non-commercial" wouldn't they clear faster.

Cordially,

John H. Lerch
JOHN H. LERCH

c. Mr. Seymour Siegel

*address to N.Y. Illinois
attention H. J. Skornia*

~~WOSU~~
Leach
October 5, 1955

Mr. John H. Leach
Station WOSU
The Ohio State University
Columbus 10, Ohio

Dear John:

Congratulations on the new job! Script writer for a psychological warfare unit - sounds like it will be very interesting work in an extremely interesting location.

Your letter came this morning as Dr. Skornia was on his way out of the office on one of his periodic expeditions, and he asked me to write to you. Yes, we would be interested in weekly quarter-hour tapes from Japan. Here's the situation:

- 1) We can supply tapes and pay shipping costs. But I'm afraid we have no funds to pay anything beyond this.
- 2) We here at Urbana do not select the series distributed through our organization, as this is a function of committees of members. In this case, the NAES International Relations Committee would have to make the selection. Therefore the first tapes should go to Mr. Seymour Siegel, Director, Radio Station WNYC, 250 Municipal Building, New York City. Mr. Siegel is the chairman of the committee which will tell us whether or not to distribute the series.
- 3) We are still experiencing some difficulty with customs entry clearance of tapes, though we expect to have this cleared up very soon. Still, it may be very helpful if you will do anything you find you can at your end to avoid this difficulty. For instance, the mere marking of a shipped package "Non-commercial educational tape-recordings - Invoice enclosed" may expedite matters considerably.
- 4) We can reproduce and dub tapes at $7\frac{1}{2}$ or (preferably) 15 inches per second. The programs should run up to $13\frac{1}{2}$ minutes without opening and closing matter or up to $1\frac{1}{2}$ minutes with closing matter - never longer. (These times for "quarter-hour" programs, which we prefer.)

Mr. John H. Lorch

-2-

October 5, 1955

5) Bob Goralski's shows on Asia, about which you ask, were done for the Committee for Free Asia, which in turn forwarded them to us for distribution to our member stations. They did not in any way come directly to us. Bob arranged panels of experts in various countries. Each panel discussed the history, educational situation, economics, women's status, or some other phase of its country.

We ran another series by Graham Hovey, lately the NAEB-Fulbright Scholar to Italy. These quarter-hour programs consisted largely of political commentary, though not altogether. Other phases of the culture, from art to bicycle racing and Lollobrigida, were also covered. A number of interviews were obtained, including one with Renata Tebaldi, together with a special recording of her performance of a Puccini aria, not long before she left Italy for her Metropolitan debut. For the most part, these programs were purposely not timely because of the lapse of time between recording and distribution here in the States. It would be better if you stuck with less timely subjects in your recordings for the same reason.

Does that cover it for now? Glad to answer any further questions.

Best regards,

Sincerely,

John Holt
Network Manager

JH:jy

cc: Dr. Harry J. Skornia
Mr. Seymour N. Siegel

John

Since 9'm

off to Washington,

Will you & HEH

see if something

can be set up.

Maybe we could
provide tapes. Can't
pay him, of

course. H.

THE OHIO STATE UNIVERSITY

HOWARD L. BEVIS, *President*

COLUMBUS 10

October 3, 1955

BROADCASTING STATION WOSU AND WOSU-TV
820 Kc. 5 Kw.

WOSU-FM 89.7 Mc. 14 Kw.

WOSU-TV CHANNEL 34

ROBERT C. HIGGY, *Director*

Mr. Harry J Skornia
Executive Director
NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Good news, personally, and a program proposal herewith!

I'm leaving WOSU this month to go to Japan as script writer for a newly established psy. warfare unit of the government.

In thinking it over carefully, and boning up on my lore of Japan, I'd like to do REPORT FROM JAPAN for NAEB release.

It seems to me that I could prepare a ^{weekly} fifteen minute tape covering one subject of current interest relative to American interest in Japan plus a short interview bearing on this subject (economic hardships, export-import, theatre and films, American influence and ancient traditions, etc.) ; this tape to be produced either at NHK or in our own studios there and made at nominal costs for NAEB.

I've already sounded out my superiors in Washington, so that there is no objection or conflict represented; and I am at liberty to do such a taped report as well as an occasional article.

You might give me your reaction to this proposal before I formally present it to the entire committee. You might also tell me something about Robert Goralski's " Asia...." which I recall vaguely... after he left Radio Free Asia. I can tailor these reports according to your guidance and material requested, so that if I were to do 13 we'd have information on Japan that I think might be pretty good.

Incidentally, I expect to leave Columbus about October 20 so I'll greatly appreciate a reply soonest... and also so that I could get the necessary papers rolling before I leave the country.

I truly would like to work out something with you. This is a truly challenging opportunity for me and the experience (journalistically and professionally) all to the good. So, if you find the material satisfactory and suitable for your purposes, I'll be content to do the job as best I can as a service.

Cordially, *John*
JOHN H LERCH

December 16, 1955

Mr. John Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

Just a line to let you know that we are sending you a dozen tapes -
hope it'll be enough to help you get started.

Best regards,

Sincerely,

John Holt
Network Manager

JH:jy

January 27, 1956

Mr. John H. Lerch
Paywar Det. 8239 A.U.
APO 500
San Francisco, California

Dear John:

Dr. Skornia is catching up here after a business trip, and he has asked me to answer your letter of January 22, which we have discussed.

At the moment it seems improbable that we would be able to pay any fees. As you are probably aware, an organization such as ours has to be ready to justify every nickel it spends, and in view of the fact that we have been receiving a great deal of material from overseas on a cost-free basis (e.g. Goralaski's Asia tapes and 76 weekly quarter-hour programs from Graham Hovey, until lately our Rome representative) we would find such payment difficult if not impossible. We would not have much difficulty over shipping costs.

14:30 (but not over) would be the best time length. Better to run a little short than long... A tape every couple of weeks would be frequent enough if the programs are not likely to date. We would release them at weekly intervals once we had all or most of them in hand... A dozen tapes were shipped to you three weeks ago, so they should be arriving at any time. If you don't get them within a day or two after this letter, let us know and we'll put a tracer on them.

The outline of the series looks quite good, and we look forward to hearing the program you plan to tape tomorrow. When we have a more definite idea that these will be definitely usable, we might at least agree to reimburse shipping costs.

Best regards,

Sincerely,

John Holt
Network Manager

JH:jy
cc: Dr. Harry J. Skornia

JOHN H. LERCH

Tokyo, Japan

Jan. 22, 1956

Dr. Harry Skornia
Executive Director
National Assn. of Educational Broadcasters
University of Illinois,
Urbana, Illinois

RECEIVED
NAEB HEADQUARTERS

JAN 26 1956

AM 11 9 10 11 12 1 2 3 4 5 PM

Dear Harry:

At last I have been able to put some thought and attention on the tape-recorded Report from Japan which we discussed in correspondence before I left the States in November.

From the enclosed outline you will see what subjects I plan to treat generally. This is only a rough draft, and I might yield priority to any topical event. I realize these programs ought to be "current" for about six months' circulation, and so will watch that aspect of it. I cleared permission to make the programs which will present no conflict with my 8- 5 performance with the Dept. of the Army; and I may use the Voice of the United Nations Command studios which we operate, or NKH international service studios-- they need a little talking with, but probably would grant permission. The best deal, however, is VUNC on Saturday mornings. Now, I would request a \$5.00 fee per show to pay the enlisted personnel (operator) who will have to come in Saturday mornings to make the program for me and a \$5.00 scripting fee in order to get a private part-time secretary to do the scripts. None of our office help is either suitable or available, so this will have to be entirely on the outside.

Another matter: I've not yet got the tapes John Holt said he was sending, although I ~~had~~ one brand new one at hand here. These can be bought at the PX for about one-third less Stateside retail price which isn't bad.

This next Sturday I plan to record the first Report from Japan and send it to you. The script is almost finished, and I am working out production details: music and introduction. Once I get a standard opening and close, we'll keep that on tape here. Do you want these 14:30 or 14:00 ; and will one every two weeks be sufficiently frequent.

Cordially yours,

John

Psywar Det. 8239 A.U.

APO 500

San Francisco, Cal.

PS: You know it is standard practice in Japanese radio to pay a token honorarium for " guest speakers." What do you think might be worked out on that score.

Sent
11/7/56
HLL

REPORT FROM JAPAN

This will be a series of approximately 13 fifteen minute programs produced in Tokyo, and sent to N A EB.

The program will be divided into segments of roughly 5 minutes each, to consist of topical subject (or main editorial); interview, and cultural feature. The program will start with appropriate musical theme, and announcer who introduces John Lerch. Studio and recording facilities of the United Nations Command have been made available. The program could be done on a weekly or a monthly basis.

I. HISTORY AND PEOPLE OF JAPAN.

- Survey and origins of the Japanese. Growth in population.
- Language and literature of Japan: interview author or professor.
- Humor of Japan. Comments on their comics, their cartoons.

II. ECONOMIC POSITION OF JAPAN.

- Export increase- Japan's economic objective in 1956
- American influence in business methods, ideas.
- Interview a businessman from Osaka who comments on Japanese methods of advertising, selling, etc. " Quality goods" problem

III. THE FESTIVALS OF JAPAN

- ~~W~~ Importance of ^{SEASONAL} festivals. The plum festival at Atami.
- Increased tourism, bid for tourist trade.
- Talk with Japan Travel Bureau official on facilities, plans.

IV. SCHOLARSHIP AND UNIVERSITY LIFE.

- Survey of colleges and universities
- Research methods
- Exchanges: Americans on Fulbrights, etc.

V. A TRIP TO KYOTO

- Ancient Japan in a Modern Setting.
- Temples, ceremonies and their importance.
- Talk with head of flower arrangement school.

VI. THE IDEA MARKET IN JAPAN.

- Statistics on literacy, publishing.
- Newspapers and TV. (100,000 TV sets)
- Interview with an editor or TV producer.

VII. HOUSING AND ARCHITECTURE.

- The fad in America for certain things: habachi, rice paper, etc.
- Frank Lloyd Wright and the Imperial Hotel
- Talk with an architect. Future plans for pre-fab houses, etc.

VIII. NATIONAL TREASURES OF JAPAN.

- A visit to a museum in Tokyo.
- Talk with a modern painter: Takeuchi Seiho.
- Collections, curators, and objects of art.

IX. COOKING IN JAPAN.

- The delicacies of Japan: sukiyaki, tempura, sake.
- Interview a restaurant operator or chef
- Discuss daily diet and health.

X. SPORTS OF JAPAN.

- Importance of judo, sumo, hunting, baseball.
- Ice skating, swimming. Interview Olympic swimmer.
- Resorts and spas: winter and summer.

XI. The NATIONAL INCOME AND STANDARD OF LIVING OF JAPAN.

- Facts and figures. Security, insurance programs.
- Talk with Edwin Reischauer, Harvard Professor now lecturing on year in Tokyo. Author of best-selling "Japan; Past and Present."

XII. ATTITUDES TOWARD AMERICA.

- Delicate problem of post-occupation reaction and examples of anti-Americanism.
- What USIS is doing to combat this.
- Talk with newspaper editor to get specific points.

XIII. PERSONALITIES AND PROGRESS.

- Breaking through tradition: movie stars, automobile and camera publicity. "Sell or perish."
- Talk with a famous name visiting Tokyo. Impressions.
- General items on fast westernization of Japan and reflections on the Japanese national character, its outstanding flexibility and adaptability.

February 20, 1956

AIR MAIL

Mr. John Lerch
Psy. War Det. 8239 A.U.
APO 500
San Francisco, California

Dear John:

The first REPORT FROM JAPAN tape was handed to me just twenty minutes ago, and I'd like to send my personal reactions immediately.

I have only two or three suggestions. The recurrent theme (western music) in the early part of the program, it seems to me, is used too often. I'd either use it only to introduce that part of the program or not at all, using only the oriental music (what do they call it? a koto? something like that?)—to separate the sections of the program. This is a personal reaction, of course.

Early in the program you say that someone "this week stated." It would be better to use some such phrase as "recently stated" since our member stations will not be able to use programs within the week of the recording.

Not necessary to say (at the end of the tape) "the National Association of Educational Broadcasters in Urbana, Illinois." Just say "the National Association of Educational Broadcasters."

I found the information you gave most interesting. I stuck with the program to the end through interest, not duty, and I look forward to the announced second program.

I'm sending a copy of the tape to the chairman of our International Relations Committee, Seymour Siegel, Manager of WNYC, N.Y.C. (2500 Municipal Building, N. Y. &). He may have other suggestions for you.

Good luck with the forthcoming programs, John. I think you're going to turn out a good series.

Sincerely,

John Holt
Network Manager

JH:cr

February 23, 1956

AIR MAIL

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

We shall be sending you before long another half dozen reels of tape. On two of these reels will be four REPORT FROM ITALY programs; on one of them, a FRENCH PRESS REVIEW program and an OVER THE BACK FENCE program (produced by CBC); on three reels three VOICES OF EUROPE programs.

The programs were selected hastily - in fact its more a random selection than anything else - but they may serve to indicate the kind of material from abroad we have heretofore distributed, and they may give you some ideas for your own show. This is not to tell you what you should record, of course, but merely an attempt to be helpful. I believe you have in the past expressed curiosity about some of these programs.

These recordings need not be preserved. You may erase them and use the tape for your own series.

Did I tell you that I'm leaving the NAEB next Wednesday? Going to New York. I'll send you my address when it's again permanent. Your contact here will be my successor, Robert E. Underwood, Jr.

Sincerely,

John Holt
Network Manager

JH:cr

file

Feb 23

To.-

Mr. John Lerch

Pay. Warfare Det. 8239

APD 580

% Poolmaster

San Francisco, Calif

Report from Italy - progs #32, 55, 63, 64 on two reels

French Press Review - latest - and Over the Back Fence - latest - on same reel

Voices of Europe #7, 24, 28 - 3 reels

Total - 6 reels.

Use good tape as we may get masters back on 'em.

Mailed 3-16-56
D₃

Bob. Two of Report masters.
Curled and unsuitable
for duplication. Do you
know if he asked
specifically for these
numbers. Or can we
do substitutes.

P

file
April 11, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

I'm on the road so much, and so unable to keep in touch with Network matters that I'm simply turning your letter over to Bob Underwood, our Network Manager. I leave tomorrow for nearly two weeks of conferences again.

I think he's clearing everything with Sy Siegel on this. I think it would save time if you write Bob directly, but send carbons to Siegel.

I'll discuss with Bob the matter of payments possible, after usability is decided on. I'm sure we can take care of part of your expenses. We have been spoiled by having received Hovey's Letter from Italy for two years at no cost except postage, and Report from Asia, well over a year, also at no cost, to mention two of several. Hovey did his while on a Fulbright which cost the NARB nothing, of course.

In haste,

Harry J. Skornia
Executive Director

HJS:cr

CC: Underwood
Siegel
Schooley

P.S. To whom were "Prix Italia" announcements sent from your office? We got out the earlier one you sent with last Newsletter. Anything further needed from us on this? *(on Siegel's copy)*

RECEIVED
NAEB HEADQUARTERS

APR 11 1956

Sunday, April 8, 1956
TOKYO

AM
7 8 9 10 11 12 1 2 3 4 5 6
PM

Dr. Harry Skornia
N A E B
University of Illinois
Urbana, Illinois

Dear Harry:

Yesterday I recorded the third REPORT FROM JAPAN which I believe is the best to date. On it I had two Japanese scholars who speak excellent English. I interviewed one on the subject of the noren- the dramatic and colorful shop signs hanging before stores, restaurants, etc. The other interview was on bonkei miniature landscaping in trays and boxes for home display. This in addition to the newsreel which treated the lively items, and a profile on the Emperor.

I am outlining a fourth program and will have it written by the end of this week, and record it before the first of May. There is something which I want to bring up and want your advice about: the costs of production and mailing.

Each script costs \$2.50 to be typed (4 copies).
I pay the engineer who comes in Saturday \$5.00
I had to borrow a Far Eastern network announcer last week and pay him \$5.00

I usually lunch or treat my guests, for it is customary here to give a talent fee; but since I don't do that I invite them to lunch at International House or the Union Club. 80¢ POSTAGE

I am glad to do this, throwing in my own time and effort of course, for I think the experience is valuable and may pay off at a later date, but since each script costs me \$10 to produce, why couldn't NAEB give me \$10. per program (Mailing, by the way is 80 cents).

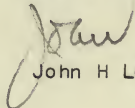
This would seem to be reasonable, and I thought that after you have heard the fourth program and would be in a better position

2.50
5.00
5.00
.80
13.30
this week

to decide whether you want to use the series or not. To my knowledge there has been no definite word whether you are going to use them or not. I believe you could start with Tape No. 2 which I sent last week dealing with the TV interview as no. one and mark this one coming in as no. two. (The first was largely experimental just to see how the thing sounded and shaped up.) So, after I've compiled the fourth I think we'll be in a better position to see how they are coming along. The Highlights Section still may be a trifle too dramatic, but we have no other music available. The ^{theme} ~~time~~, you will notice, was changed, and I think improved.

It had been my hope to present NAEB with a dozen of these which would run through the first of August, and then make a bid for a talent fee for next fall if these have caught on and won some kind of an audience and following. If not a talent fee perhaps a NAEB scholarship or grant such as Graham Hovey had in Italy.

Cordially,


John H Lerch

cc: Underwood
Siegel
Schooler

*Lerch
file*

April 11, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

I'm on the road so much, and so unable to keep in touch with Network matters that I'm simply turning your letter over to Bob Underwood, our Network Manager. I leave tomorrow for nearly two weeks of conferences again.

I think he's clearing everything with Sy Siegel on this. I think it would save time if you write Bob directly, but send carbons to Siegel.

I'll discuss with Bob the matter of payments possible, after usability is decided on. I'm sure we can take care of part of your expenses. We have been spoiled by having received Hovey's Letter from Italy for two years at no cost except postage, and Report from Asia, well over a year, also at no cost, to mention two of several. Hovey did his while on a Fulbright which cost the NAEB nothing, of course.

In haste,

Harry J. Skornia
Executive Director

HJS:cr

CG: Underwood ✓
Siegel
Schoolley

*Prof. - Have sent on to FES (the attached)
for info*

August 16, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

Safe in our hands are tapes and scripts for programs 9 and 10. Thanks for keeping up the steady flow.

If you have some publicity material, I suggest that you send it as soon as possible. Frankly, it won't do much good to send a picture, because I have no way of reproducing enough copies for all the stations. However, any written material can be reproduced, and we will do it gladly.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU:dfc

Aug. 10-58

Robert :

Scripts for Programs
9 + 10

Tapes, I assume, in
your hands.

COMING UP

Program #11 - MUSIC

Program #12 - RELIGION

-We must get ready for a
little publicity!

Cordially
Jim L.

RECEIVED
NAEB HEADQUARTERS

AUG 16 1956

PM
7 8 9 10 11 12 1 2 3 4 5 6

REPORT FROM JAPAN

MUSIC: _ _ _ THEME ESTABLISH (5_secs) _ UNDER

ANNCR: REPORT FROM JAPAN (EMPHASIS)! A program of information and commentary treating current issues in Japan. This program is produced on tape recording in Tokyo. Here, now, is your host: John Lerch.

MUSIC: _ _ _ THEME OUT

LERCH: We have a variety of items on the agenda today. Immediately after the Highlights in the News, a short travelogue will have take us to The Inland Sea. But the main attraction is a visit with Mr. Hisakazu Kaneko, author of the best seller: Manjiro the man who discovered America. We'll talk about his novel, and problems related to the literary situation in Japan. ~~Time~~ Now, however, for the news!

MUSIC: _ _ _ DOCUMENTARY MARCH (UP BRIEFLY AND OUT)

ANNCR: Highlights in the News from Japan! (slight pause)
Atom-generated power is expected in Japan within 10 years!

LERCH: The Japanese government is carrying out its atom-for-peace program with a view to commercializing atomic electricity within 10 years. An Atomic Energy Research Institute for Japan was inaugurated in Tokyo recently, and a basic program for 1956 was adopted! Aside from the installation of atomic reactors, an isotope center for medical research will be established next year. Japan will cooperate more closely with foreign nations for the interchange of information and techniques relative to atomic power.
Japan will also send scientists to advanced nations for professional study.

ANNCR: The new Japanese army is called "combat ready" by military experts.

LERCH: The Japanese army, crushed to defeat at the end of world war

Has risen again as an effective fighting force with the assistance of the United States. American military advisers in Japan now label the "embryo" army as combat ready despite its lack of numbers.

LERCH: The "new" Japanese army in most respects from the old strictly-disciplined and often brutal Imperial army. Japan's soldiers today are more like the American G.I. who can be plenty tough in combat, but likes to be a "regular guy" off - duty. There are now more than 180,000 men in uniform... most of them in the Ground Self-Defense Force...or the new army.

ANNCR: The new subway in Tokyo has started roaring underground. The opening ceremonies included cutting a ribbon by the Princess Takamatsu.

LERCH: Tokyo's first postwar subway, with pastel walls, fluorescent lights and red, white, and blue trains is open for business. 260,000 passengers a day are expected to swarm down the brightly lighted stairways. It is in operation now, after five years of construction. The fare, by the way is 20 yen, or about: 7 cents.

MUSIC: -- DOCUMENTARY MARCH UP AND OUT --

ANNCR: A short trip, now, to the Inland Sea -- Garden of a Thousand Islands. The Inland Sea of Japan is enclosed by three of the main islands: Honshu, Kyushu, and Shikoku. It is 310 miles long, and its width varies from 4 to 40 miles. It is becoming a favorite tourist and vacation spot.

LERCH: The "Garden of a Thousand Islands", or the Inland Sea, embraces a miniature world tucked inside Japan. Bustling seaports cling to its shores, Volcanic mountains climb its graceful slopes from its placid waters. Rice paddies, outlined by earthen dikes, form a patchwork quilt and are scattered on valley's dipping into the surf. Shrines of ^{Torii} ~~torii~~ Painted a firey red stand out dramatically, ^{As} ~~as~~ for example ^{Miyajima} ~~Miyajima~~ in the blue water. Gnarled pines twist and turn toward the sky from

rocky banks. And dazzling white sand ground fine by the ages
from granite, drapes the long shore lines of the Inland Sea.

MUSIC: -- -- (THEME) -- UP AND OUT BRIEFLY

ANNCR: For a discussion of themes and perspectives in modern Japanese
literature, Mr. Lerch has invited the distinguished author and
teacher, Mr. Hisakazu Kaneko.

LERCH: It is a privilege, indeed, to have Mr. Kaneko with us. First
of all, Kenyon-educated Professor Kaneko teaches English in
Tokyo at St. Paul's Episcopal College. Right now his book,
Manjiro, the Man Who Discovered America is causing much favorable
comment. TIME, July 23, 1956, devoted considerable space to it.
Suppose, however, we let the author make some comments on it
and tell us how he came to write it.

KANEKO:

LERCH: The story is well known in Japan, but not in America.

KANEKO:

LERCH: Moving from your very interesting book, Mr. Kaneko which I
believe will establish better understanding between Japan and
America, I'd like to ask you who are the best known authors
(American authors) in Japan?

(2) Do you think that these modern American writers have
influenced Japanese writers?

KANEKO: Witness this book we have before us, Mr. Lerch. MODERN JAPANESE
FICTION by John W. Morrison...which is a fine, scholarly,
treatment of themes, ideas, and the over-all history of modern
Japanese fiction.

LERCH: In the current state of Japanese letters, would you say that
a certain pessimism a certain confusion exists in this post
war period. Or how would you characterize the new writing?

KANEKO:

LERCH: Is there anything over here to match the esoteric experimentalism
of the French with their existentialism? .. Or other intellectual
schools of thought?

KANEKO:

LERCH: I presume that Tokyo has a left bank...that there is an avant garde who either consciously or self consciously are striving for new forms.
Would you name some of the leading new writers?

KANEKO:

LERCH: In intellectual attitudes, Mr. Kaneko, are young writers looking more to Oriental themes and ideas or to Western ideas and themes.

KANEKO: (TALK ABOUT THE CONSERVATIVE TRADITION)

LERCH: Are there any professional centers of creative writing, such as in the United States (Stanford University, among them).

LERCH: Are there any literary activities worth mentioning for our American listeners? Mr. Kaneko whom you think would be of especial interest to Americans...

LERCH: Are talented writers drawn either to television or to the movies as in the United States?

KANEKO:

LERCH: Thank you so much, Mr. Kaneko, for being with us today and throwing light on the current literary situation in Japan.
This is John Lerch in Tokyo bidding you Sayonara until next week at this time.

MUSIC: _ _ _ _ THEME IN AND OUT BRIEFLY

ANNCR: Tape recorded each week in Tokyo, REPORT FROM JAPAN is written and produced by John Lerch.

MUSIC: _ _ _ _ (AS NEEDED) UP TO END

END

REPORT FROM JAPAN

MUSIC: _ _ _ _ _ THEME.. ESTABLISH (5 seconds) UNDER

ANNCR: REPORT FROM JAPAN (EMPHASIS) A Program of information and commentary treating current issues in Japan. This program is produced on tape recording in Tokyo. Here, now is your host, John Lerch.

LERCH: There is only one outstanding item on our program agenda today, and it is the Japanese language itself. We are very fortunate to have as our guest, Mr. John Chew of the Foreign Service Institute Language School. Mr. Chew is a professional linguist. He will throw some light on the complexities of the Japanese language and also touch on the controversy that has raged in academic and non-academic circles over simplification and Romanization of the language. First, however, we have some interesting news of a more general nature.

MUSIC: _ _ _ _ _ DOCUMENTARY MARCH (UP BRIEFLY AND OUT):

ANNCR: Highlights in the news from Japan!
This year's rice crop will be an estimated 345 million bushels, according to a nationwide check carried out by a leading Tokyo newspaper.

LERCH: The 1955 rice crop was the largest in post-war years, close to 400 million bushels. But this year's estimated crop will be at least 12 million bushels more than average, and pre-harvest sales contracts for this year's rice are 25% ahead of schedule.

ANNCR: Japan's economic cooperation with underdeveloped countries is expected to be put into action shortly.

LERCH: The way for extending technical aid to other countries of Asia has been formulated in the Japan Technical Cooperation Council.

LERCH: Meanwhile, the government is expected to fix its basic policy on investments that will expand the existing system of foreign investment, and increase the function of the Export-Import Bank. Plans are underway for working economically and technically with India, Burma, Thailand, the Philippines, Indonesia, and South Vietnam.

ANNCR: Japan invites thirty students from 17 foreign countries to study in Japan under the overseas student program that has been revived and expanded since 1954.

LERCH: Prior to the war, many students especially from Southeast Asia were invited for periods of study under Japanese government sponsorship. The program was not revived until 1954, whereby the government provides a monthly allowance of 20,000 yen (about \$56) per student, enrollment and tuition fees are also assumed by the government. But the students pay their own transportation. There is also an International Student Association with modern dormitories in Tokyo...to house the students cheaply and so, thirty students from all over the world will come to Japan in 1956-and 57 because of this expanded program.

ANNCR: " Sinkentiku" or " The New Architecture" makes its debut in English.

LERCH: In the field of architecture, a bridge between Japan and the rest of the world has been built via a stunning magazine called " Sinkentiku" or, as it is now known in English: The New Architecture. The entire contents of the English edition are identical with the Japanese edition. It contains 80 pages of articles and many illustrations of Japanese architectural techniques. A handsome publication. The New Architecture sells for about 70 cents.

MUSIC: - - - - - DOCUMENTARY MARCH (UP AND UNDER)

ANNCR: You have been listening to Highlights in the News from Japan! We turn attention now to the Japanese language.

ANNCR:

Here is some background information prior to the discussion with Mr. Chew. Despite many attempts to place the Japanese language in a category with others, nothing really certain is known about its origins. Japanese still troubles linguistic scientists--and it has no clear connection with any known language except Luchan--spoken on the Ryukyu Islands. By far, the greatest influence on the language has come from the Chinese-- a language so dissimilar to early Japanese that the modern speech is an almost unbelievably complicated synthesis of the two. The unit of Chinese thought is an invariable monosyllable--and represented in writing by a symbol, variously known as a "character", "ideograph" or a "log~~o~~-graph". In the fifth century A.D. the Japanese adapted the Chinese logo-graph system of writing to their language-- ideally suited to phonetic transcription. The resultant confusion is the modern Japanese language-- a mixture of oil and water as it were.

By the ninth century, a phonetic syllabary was invented known as the kana. The kana character is a greatly abbreviated form of a Chinese character, used phonotically. The syllabary consists of 47 phonetic symbols to stand for the number of syllables into which Japanese has been analyzed. But the kana syllabary has not replaced the logographic method entirely; it is rather, a compromise device to bridge the grammatical gap between the two languages. Modern Japanese is a combination of Chinese and native words used in a framework of grammar basically native. Further, Japanese is a comparatively simple language phonetically. As for syntax, the word order of Japanese resembles Latin: subject--direct object--verb.

One of the questions asked by students of the language is why isn't the language simplified? And this leads us right into our talk with Mr. Chew.

LERCH: It does indeed. Mr. Chew, you have been appearing in the letters to the editor column of the Asahi, so suppose we start by asking you to summarize the advantages of Romanization, and perhaps to read your letter.

CHEW:

LERCH: What do you advocate? What do linguistic scientists think will happen?

CHEW:

LERCH: You were speaking of the "stylized symbol" ...a picture for every word, now what will this system do to replace this method.

CHEW:

LERCH: A general question: there are many social nuances in Japanese owing to the still somewhat feudal character of its aristocratic society. A well educated Japanese is often uncomfortable until he knows the exact social position of the person he is talking to. Give us an example of the "language of high feeling". Of the workers's good morning. What does *domo arigato gozaimas* actually mean? And *sayonara*? Does this allow room for wit and humor... we take it there is much verbal play, double entendre in Japanese.

CHEW:

LERCH: Many thanks, John Chew, director of the Japanese Language Field School of the Foreign Service Institute in Tokyo. This is John Lerch in Tokyo bidding you *Sayonara* until next week at this time.

MUSIC: TIME UP AND OUT (BRIEFLY UNTIL TIME)

ANNCR: Tape recorded each week in Tokyo. REPORT FROM JAPAN is written and produced by John Lerch.

-END-

file

APRIL 26, 1956

MR. JOHN H. LERCH
PSY. WARFARE DET. 8239
APO 500
c/o POSTMASTER
SAN FRANCISCO, CALIFORNIA

DEAR MR. LERCH:

THIS IS IN RESPONSE TO YOUR LETTER OF APRIL 8. WE
HAVE RECEIVED ALL OF THE TAPES YOU MENTION AS HAVING BEEN
SENT TO US.

IT HAS BEEN DECIDED THAT THE NAEB WILL PAY YOU \$10.00
PER SHOW FOR TWELVE (12) SHOWS. THUS, WHEN THE TWELVE (12)
SHOWS HAVE BEEN COMPLETED, YOU MAY EXPECT A CHECK IN THE
AMOUNT OF \$120.00 TO COVER EXPENSES.

ALSO, WE WOULD LIKE AS SOON AS POSSIBLE A TENTATIVE OUT-
LINE OF THE SUBJECT MATTER FOR EACH PROGRAM IN YOUR SERIES
WITH THE NAMES OF THOSE YOU PLAN TO INTERVIEW.

NEEDLESS TO SAY, WE LOOK FORWARD TO CARRYING YOUR SERIES
AND EAGERLY ANTICIPATE RECEPTION OF THE REMAINDER OF THE SHOWS.

SINCERELY,

ROBERT E. UNDERWOOD, JR.
NETWORK MANAGER

REU/cb

May 3, 1956

Mr. John H. Lerch
Psychological Warfare
8239 A. U.
APO 500
San Francisco, California

Dear Mr. Lerch:

With regard to your card postmarked April 30, I have received the latest REPORT FROM JAPAN program. According to my count, we now have four (4) tapes including the first one which you suggested might be disregarded.

I have sent copies of all programs to Siegel in New York, but have not received his reactions, save for the first one which he thought good and promising. If possible, we would prefer the news to be rather general, not tied down to specific dates.

Personally, I have enjoyed the programs received so far. Keep up the good work!

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/cb

CROSS REFERENCE SHEET

Terchi

Name or Subject

Siegel's letter

Regarding

Date

4/13/52

- Theresa Hayes

- Alan Carter

- Milton Mayer

SEE

Name or Subject

W.H.G. on general



VIEW FROM SOUTH —

THE INTERNATIONAL HOUSE OF JAPAN

Tokyo

John H. Lerch

Psychological Warfare

8239 A. U.

APC 500

San Francisco, Calif.



SENT TAPE "REPORT
FROM JAPAN" LAST
WEEK WHICH YOU
SHOULD HAVE.
WILL YOU PLEASE SEND
DUPE. TO MR SIEGEL
W.N.Y.C.

WHAT DID YOU
THINK OF THIS LAST REPORT?

JOHN LERCH

RECEIVED
MR. NAEVALE

N.A.E.B.
UNIV. OF ILLINOIS
URBANA, ILL.

U. S. A.

MAY 11, 1956

MR. JOHN H. LERCH
PSYCHOLOGICAL WARFARE
8239 A. U.
APO 500
SAN FRANCISCO, CALIFORNIA

DEAR MR. LERCH:

THANK YOU FOR YOUR LETTER OF MAY 5 WITH AN OUTLINE OF YOUR PLANNED ACTIVITIES IN BEHALF OF THE REPORT FROM JAPAN SERIES. I APPRECIATE YOUR KEEPING ME INFORMED OF YOUR PLANS.

AFTER LOOKING OVER YOUR REPORT, I AM A BIT CONFUSED BUT WILL ATTEMPT TO STRAIGHTEN MYSELF OUT NOW. AS I UNDERSTAND IT, YOUR PRESENT PLANS ARE FOR THE FOLLOWING PROGRAMS:

- I. HIGHLIGHTS: JAPANESE POPULATION; DR. REICHSHAUER REMARKS ON JAPAN'S INCREASING INDUSTRIAL IMPORTANCE; OSAKA TRADE FAIR.
TOPIC: HISTORY OF JAPAN (IN A NUTSHELL) FROM EARLIEST ORIGINS. REMARKS UPON RETURNING TO JAPAN, AND THE "LURE OF THE ORIENT."
- II. HIGHLIGHTS: NEW HOTEL IN TOKYO; GOVERNMENT MONOPOLY OF THE PEARL INDUSTRY; PRODUCTS OF ASIA, INC.; DIVORCE RATES AND COSTS.
INTERVIEW: KAZUO GOMI OF STATION NTV AND OBSERVATIONS ON TV.
TOPIC: CHERRY BLOSSOM TIME IN JAPAN.
- III. HIGHLIGHTS: HI-FI PRODUCTS; AUTO PLANTS TO BE BUILT ABROAD; ASIAN EDITORS CONFERENCE ENDS.
TOPIC: INTERVIEW: NOREN - THE CLOTH SIGNS USED BEFORE SHOPS.
CULTURAL FEATURES: BONKEI - MINIATURE LANDSCAPES IN TRAYS.
- IV. HIGHLIGHTS: NEW TV STATIONS BEING BUILT; SAKUMA DAM; WHITE PAPER ON EARNINGS, STANDARD OF LIVING.
TOPIC: INTERVIEW WITH TOKUGEN MATSUMOTO ON BASIC FOODS OF JAPAN, THE UDON AND SOBA (NOODLES).
FEATURE: ADDRESS BY JOHN SNEDAKER OF THE AMERICAN CHAMBER OF COMMERCE ON THE PROGRESS THRU PLENTY MOTIF AT THE AMERICAN PAVILLION IN OSAKA.

(THESE FOUR PROGRAMS ARE IN MY HANDS, AND I AM ON THE LOOKOUT FOR THE SCRIPTS YOU HAVE SENT.)

MR. JOHN H. LERCH

PAGE 2

MAY 11, 1956

V. HIGHLIGHTS: FOREIGNERS IN TV PANEL CRITICIZE CONSTITUTION REVISION; GREAT PLANS FOR TOKYO BUILDING IN NEXT TEN YEARS; REPAIR JOB GOING ON HEMEJI CASTLE; NEW KABUKI THEATRE TRAINEES.

TOPIC: ATTITUDES TOWARD AMERICA, WITH A SIFTING OF THE EVIDENCE IN ANTI-AMERICANISM. JOHN ISHIMOTO, NISEI ATTORNEY, WILL DISCUSS THE TOPIC.

VI. HIGHLIGHTS: ITEMS ON JUDO; SPOTLIGHT ON OKINAWA'S RECOVERING ECONOMY; RADICAL NEW ART EXHIBITION AT GALLERY (NEW SCHOOL IN PAINTING).

TOPIC: EITHER MISS AIKO KITAOKA TO DISCUSS COSTUME DESIGN IN JAPAN (WOMEN'S FASHIONS); OR MISS DOROTHY BIRITTEN, AN ENGLISH WOMAN LIVING IN JAPAN COMPOSING AND ARRANGING FOR THE TOKYO SYMPHONY. SHE WILL DISCUSS CONTEMPORARY JAPANESE MUSIC.

(THESE TWO PROGRAMS WILL BE RECORDED SATURDAY, MAY 12 AND MAILED ON THAT DATE.)

HERE IS WHEN I START RUNNING INTO TROUBLE. I KNOW YOUR PLANS ARE NOT FINALIZED ON THE REMAINING PROGRAMS, AND I CERTAINLY DON'T WANT TO TELL YOU WHAT TO RECORD. THEREFORE, I AM RETURNING THE TENTATIVE OUTLINE YOU SENT ME. AS YOU FINALIZE PLANS FOR PROGRAMS, WOULD YOU KINDLY DROP ME A LINE ON THEIR CONTENTS?

ACCORDING TO PRESENT PLANS, THIS SERIES WILL START ON THE AIR IN SEPTEMBER. I KNOW THIS IS LATE, BUT WE CAN'T GET IT OUT ANY SOONER. IT WILL BE INCLUDED IN THE REGULAR OFFERING (HENCE MY NEED FOR INFORMATION ON SPECIFIC PROGRAMS), AND DISTRIBUTED WEEK BY WEEK, PROGRAM BY PROGRAM.

AS OF NOW THERE IS NO INFORMATION AVAILABLE ON THE 5TH SERIES OF GRANTS-IN-AID FOR CONTENT ORIENTED PROGRAMS 1956. I'LL LET YOU KNOW WHEN MORE INFORMATION IS AVAILABLE.

SINCERELY,

ROBERT E. UNDERWOOD, JR.
NETWORK MANAGER

CC: S. N. SIEGEL, WNYC
SKORNIA

REU/cb

John H. Lerch
Psychological Warfare
8239 A. U.
APO 500
San Francisco, Calif.

Tokyo, Japan
May 5, 1956

Mr. Robert Underwood, Jr.
Network Manager
N A E B
University of Illinois
Urbana, Illinois

Dear Mr. Underwood:

Thank you for your letter of April 26. I am very glad to know that NAEB will defray the bare costs of production and mailing. I had originally drawn up a plan (see enclosed) which no longer obtains because of the difficulty of getting people together in Tokyo and to come to the Voice of the United Nations Command studios on the outskirts. Several appointments I've made have fallen through owing to the time factor and physical factor in getting out to our studios.

However, I am sending under separate cover the first four mimeographed scripts (the tapes you now have) and the subject matter runs like this:

- I. Highlights: Japanese population; Dr. Reichshauer remarks on Japan's increasing industrial importance; Osaka trade fair.
TOPIC: History of Japan(in a nutshell)from earliest origins
Remarks on returning to Japan, and the " lure of the Orient."
- II. Highlights: New hotel in Tokyop; Govt. monopoly of the pearl industry; Products of Asia, Inc.; divorce rate and costs.
Interview: Kazuo Gomi of station NTV and observations on TV.
Topic: Cherry blossom time in Japan.
- III. Highlights: Hi-Fi products; auto plants to be built abroad; Asian editors conference ends.
Topic: Interview: Noren- the cloth signs used before shops.
Cultural feature: bonkei- miniature landscapes in trays.
- IV: Highlights: New TV stations being built; Sakuma dam;
White paper on earnings, standard of living;

Program
IV.

Topic: Interview with Tokugen Matsumoto on basic foods of Japan, the udon and soba. (noodles)
Feature: address by John Snedaker of the American Chamber of Commerce on the Progress thru Plenty motif at the American Pavillion in Osaka.

Concerning programs V and VI which will be recorded Saturday, May 12 and put into the mail that date, so you should have by May 16.

Program V: Highlights: Foreigners in TV panel criticize Constitution revision ; Great plans for Tokyo building in next ten years; Repair job going on Hemeji Castle; New Kabuki Theatre trainees.

Topic: the bulk of this program is concentrated on a subject I have long wanted to get to: attitudes toward America, with a sifting of the evidence in anti-Americanism. I have John Ishimoto, a Nisei attorney who will discuss the topic. This takes 9 or 10 minutes alone.

Program VI: Highlights: Items on Judo; Spotlight on Okinawa's recovering economy. radical new art exhibition at gallery (new school in painting)

I shall have Miss Aiko Kitaoka as my guest to talk over costume design in Japan (Women's fashions) She just returned from a successful year in the States and was photographed in Vogue, etc. OR... if she cannot make it, I'll get Miss Dorothy Biritten, an English woman living in Japan who composes and arranges for the Tokyo Symphony. She will discuss contemporary Japanese music. AT THIS DATE I CANNOT TELL WHICH OF THE TWO I'LL MANAGE TO GET. SO IT GOES.

Here appended is a list of the topics I plan to get on to, and you could start numbering them VII, VIII etc.

I wonder if you could copy this, and return it to me, or a good carbon. The gal who does my typing is not in today, or I'd have it done before sending you this messy outline!

Question: Do you plan to stockpile these and then announce the series, releasing them bit by bit, or are they already in circulation. Please tell me how you plan to operate.

Another question: Can you provide me with information on the fifth series of grants-in-aid for content oriented programs 1956. I'd like to apply for next fall.

JOHN LERCH

REPORT FROM JAPAN

a series of 13 fifteen minute programs
to be produced in Tokyo and sent to NAEB, Urbana, Ill.
Segments of roughly 5 minutes each to consist of
topical subject or main editorial; interview, and
cultural feature.

✓ I. HISTORY AND PEOPLE OF JAPAN.

Survey of origins of the Japanese to present time.
Language and literature of Japan: interview author.
Humor of Japan, reflected through its cartoons, etc.

II. ECONOMIC POSITION OF JAPAN.

Recovery of trade and industry. Survey since 1945.
American influence on customs, ideas.
Interview a businessman who comments on Japanese methods
of selling, advertising, etc.

III. THE FESTIVALS OF JAPAN.

Calendar of coming events in 1956.
Increased tourism. Bid for tourist trade.
Talk with Japan Travel Bureau official on facilities, etc.

VII IV.

SCHOLARSHIP AND UNIVERSITY LIFE.

Survey of colleges and universities.
Research methods, library facilities.
Exchanges: Americans on Fulbrights, etc.

VIII V.

A TRIP TO KYOTO

Ancient Japan in a modern setting.
Temples and their importance.
Talk with head of flower arrangement school.

IX VI.

CURRENT IDEAS IN JAPAN.

Statistics and the Pulse of thinking. literacy, publishing.
Newspapers, radio, TV.
Interview with an editor (Mainichi, Nippon Times, etc.)

X VII.

HOUSING AND ARCHITECTURE.

Visit to a typical family.
Talk with an architect. Mr. Kudasai.
Improvements, suggestions, future plans

XI VIII. NATIONAL TREASURES OF JAPAN.

A visit to a museum in Tokyo.
Talk with an art curator; collector.

3 Schools Receive Grants To Study Educational Tv

THE Educational Television & Radio Center, Ann Arbor, Mich., has awarded three grants-in-aid to colleges as part of a program of audience research in educational tv. The center hopes to find out who can and does watch educational tv.

Grants were received by North Carolina U., \$1,350; Michigan State U., \$2,000, and Houston U., \$3,225. Center President H. K. Newburn indicated additional research grants will be awarded in an effort to further define the progress and results of educational tv.

MAY 14, 1956

MR. JOHN H. LERCH
PSYCHOLOGICAL WARFARE
8239 A. U.
APO 500
SAN FRANCISCO, CALIFORNIA

DEAR MR. LERCH:

I AM IN RECEIPT OF YOUR LETTER OF MAY 9 AND THE COPIES OF THE SCRIPTS USED THUS FAR IN THE SERIES. I APPRECIATE RECEIVING THE SCRIPTS, AND I HOPE YOU WILL CONTINUE TO SEND THEM.

YOU SHOULD HAVE RECEIVED MY COMMENTS ON WHEN WE WILL DISTRIBUTE THE SERIES. THUS, YOU SEE YOU WILL HAVE PLENTY OF TIME TO REVISE PROGRAM #1.

ON MARCH 16 WE SENT THE TAPES MENTIONED BY JOHN HOLT. EVIDENTLY THEY HAVE BEEN LOST IN THE MAIL. THEREFORE, WE ARE SENDING, UNDER SEPARATE COVER, SIX NEW TAPES FOR YOUR USE. THESE TAPES WILL BE BLANK, AS WE COULD NOT DUPLICATE AGAIN THE PROGRAMS MENTIONED BY JOHN. PLEASE LET ME KNOW WHEN THESE NEW TAPES ARRIVE.

BEST REGARDS.

SINCERELY,

ROBERT E. UNDERWOOD, JR.
NETWORK MANAGER

REU/CB

Tokyo, Japan
May 9, 1956
RECEIVED
NAEB HEADQUARTERS

MAY 12 1956

AM 7 8 9 10 11 12 1 2 3 4 5 PM 6

Mr. Robert Underwood
N A E B Manager
University of Illinois
Urbana, Illinois

Dear Mr. Underwood:

Enclosed you will find scripts of the four programs REPORT FROM JAPAN produced to date. The first one is the introductory "bird's eye view of the situation" and I think can easily be re-recorded. I'll change a topical item or two, and also provide a Reading List of half a dozen good books on Japan. Therefore, if you haven't started sending out the tapes, please hold off until I can go over this one which will be next week.

*mail these
this date*
VI This Saturday May 12, I will record programs V and and as soon as the scripts are mimeographed will send along. By the way, since I have changed theme music, etc. I think Program No. I will shape up into something quite good.

A letter dated May 3 from Seymour Siegel informs me that he looks forward to the series, and I hope you will send No. 4 as the latest and best sample. By the way, John Holt advised me the week he left that he was sending me some tapes to listen to which have not arrived, hence I am going to be out of tapes soon. Would you kindly send another 6. I don't know if you want the scripts or not, but I think it might be a good idea for you to have them for reference. I write a "shooting script" which I take into the studio with guest, etc. And when the program is recorded, make the changes and give it to mimeograph. Unfortunately it takes about 2 weeks to get them back. Please let me hear soon again. JOHN LERCH

May 22, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear Mr. Lerch:

Thank you for your letter of May 19 together with the scripts of programs one (1) and five (5).

I assure you that we will do everything possible to build up your series promotion-wise. Of course, I have no control over publicity after it goes from me to stations along the Network.

For your information I am enclosing the current listing of Network stations. You will note that we have well over fifty (50) stations, though this does not mean that all will carry REPORT FROM JAPAN, each station having the option of ordering or rejecting any given series. Incidentally, when all orders are in for this series I shall send you a list of the stations taking your series.

You realize that it will be necessary to charge either you or your friend in New York for the tape and dubbing of any program you wish us to send him. This charge will total \$8.00 (\$5.00 for dubbing plus \$3.00 for the tape).

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU;jy
Enclosure

RECEIVED
NAEB HEADQUARTERS

MAY 22 1956

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Tokyo, Japan
May 19, 1956

Dear Mr. Underwood: *

Here are the scripts for programs I and V. Script No. I has been rewritten and now recorded again, and in the mail under separate cover. I think the bibliography at the end will prove useful, and since I ran a little short of time, I ad-libbed a sentence or two not in the script about these pamphlets being free of charge. I do think that the serious listener to the series may find these of benefit. Also, the topical and perishable item about the Osaka fair has been deleted and something else put in its place. The program runs 14:30 with perhaps 20 seconds additional theme fill. The end-cues are the same: Tape recorded each week in Tokyo, REPORT FROM JAPAN is written and produced by John Lerch...(this is on the scripts of course.) You might want to mimeograph these scripts and distribute with the tapes. You now have six!

From your letter of May 14 I see that you are sending six more tapes. Many thanks. This takes up the last I've got. Script VII is a long way off right now, but will be done after the first of June. I'm leaving for Kyoto the 28th for six days and will get on to script VII and the recording thereof shortly after. Since September is the release date, I now feel better about the whole series, and will try to plan my topics and subjects accordingly.

Actually this gives me a little more leeway to plan interviews

MR ROBERT UNDERWOOD

and to think out interesting subjects. As I mentioned earlier I hope to follow the rough outline I submitted, but am not sure. There is so much of interest in Japan and in Tokyo that is good but topical and perishable. At any rate, I expect to line up my interviews very soon indeed and will advise you accordingly. Of course I'll send the finished scripts .

Two questions come to mind now. I wonder if there could be any publicity of the right sort attending my series, or the launching of REPORT FROM JAPAN for actually I so spend a lot of time on it, and am quite interested in seeing that it succeeds. It is the only program of its kind emanating from Japan now. Did you know this. There is nothing like it!! Infact, it might be sold commercially, or the idea, after I've produced the 12 for NAEB. So, if you'd like some photographs or publicity ideas please advise. In Columbus, Ohio in particular where I do an occasional newspaper piece, I want to see that WOSU gets a splash with this.

Secondly, will you send me a list of all the subscriber stations. Is it my understanding that there are roughly 50 stations in all..... is this correct? And one final item, I may ask you to run off a duplicate of tape No. 2 for me and send it to a friend in New York. Just stand by if you will, for this is not yet certain.

Cordially yours,


JOHN H LERCH

June 15, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear Mr. Lerch:

This is with reference to your letter of June 8 regarding your negotiations with Mr. Douglas Overton whereby your scripts for the series, REPORT FROM JAPAN, would be purchased by the Japan Society and released through New York and San Francisco.

The National Association of Educational Broadcasters would have no objection to your selling of the scripts for educational use provided that credit is given to the effect that the scripts were originally done for and used by the NAEB Radio Network.

Thank you for the script of REPORT FROM JAPAN, #6.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU:wc

AIR MAIL

Tokyo, Japan
June 8, 1956

RECEIVED
NAEB HEADQUARTERS

JUN 11 1956

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Robert Underwood
N A E B
Urbana, Illinois

Dear Mr. Underwood:

Enclosed please find script no. 6 which has already been recorded and in your hands. I am planning tape no. 7 and expect to record this next Saturday June 15. Incidentally, we shall change the documentary march music introducing the Highlights section for it is a trifle too bold and March-of-Time like.

I have met and talked with Mr. Douglas Overton, executive director of the learned Japan Society this week in Tokyo. He is interested in using Report from Japan also. He would like to purchase my scripts and release these through New York and San Francisco stations-- giving them away. Since I am the responsible writer-producer for the series, I should see no conflict in NAEB handling them for the fall series, and the Japan Society also using them for educational release. You will recall that in our original arrangement there is no "outright purchase, exclusive rights, etc." Hence, I'd appreciate it if you will let me know if I may go ahead and sell the completed scripts to Mr. Overton for broadcast use in the States. NAEB by allowing 10 dollars per tape just covers transcription and mailing

July 2, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear Mr. Lerch:

I have received your letter of June 22 and the enclosed script for program # 7. The tape for that program has arrived, also.

Glad to hear all is going well over there. I thought the change in theme music was for the better and does improve the show.

You have my good wishes in your attempt to sell REPORT FROM JAPAN to the Japan Society. Good luck in the deal!

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU:dfc

Tokyo, Japan
June 22, 1956

Mr. Robert Underwood
NAEB
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Mr. Underwood:

Thanks for your letter of June 15 which gave me permission to sell the scripts to the Japan Society giving credit to NAEB, and I think that if Mr. Overton decides definitely to use these programs it will be an all-around good thing; for not only will the disc state " originally prepared for NAEB" but the accompanying literature. It is by no means decided. Mr. Overton was here last week, took your letter with him and a duplicate tape which he will play for the board of directors in New York.

Enclosed is script No. 7. Program No. 8 will have the noted Tokyo art critic Elsie Grilli (now a naturalized American citizen) and will also feature a Japanese who conducts a tour called " Art Around Town." The entire program (other than highlights in the News) will be on art... traditional Japanese art as seen, understood, and appreciated by Westerners and the Japanese themselves. The script is not yet finished, and as I've warned, many things go awry over here. I hope to record this the 29th of June. You will note a change in music starting with Program No. 7 which is Japanese march music to introduce the Highlights section, and which is an improvement over the former. Program No. 9.. if it works out is on Music. So much for now, and thanks for the cooperation and prompt replies.

Cordially,

JOHN H LERCH

July 17, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, California

Dear John:

I have received your letter of July 9 and the tape of program number eight (8). It is not necessary that I have a script for that program, so don't go to all the trouble of typing one out.

It is my understanding that the REPORT FROM JAPAN series was to run twelve (12) programs. That is what we have it scheduled for, anyway.

Best regards.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU:jy

RECEIVED
NAEB HEADQUARTERS

Tokyo, Japan
July 9-56

JUL 13 1956

AM

7/8/9/10/11/12/1/2/3/4/5/6

PM

Mr. Robert E. Underwood
Network Manager
NAEB
Urbana, Illinois

Dear Robert:

Many thanks for your letter of July 2.
This is just a quickie to tell you we had a mis-hap with the script for Program No. 8. The stencil was lost in mimeographing, and the original destroyed before we had time to check back to script writers'. Rarely does such a thing happen, but the stencil just disappeared, and not a single copy run off.
This means... the only way I now have to get a script together from Program No. 8 is to listen to the tape and do it the hard way!
(Incidentally, the script which dealt with Japanese Art and had two interviewees was one of the best. Mrs. Elise Grilli, noted art critic of the Japan Times, and Mr. Yoshinobu Masuda practicing artist of considerable fame.

Therefore, my suggestion is this: if a script is absolutely necessary, we can do it this way. Right now I haven't got the time. If anyone on your staff has the time and patience to transcribe the thing, fine. Otherwise, I suggest we let the script go.

I hope you got Tape No. 8. I'm trying to cook up a good show on music, and this is harder than I thought. But I'll get at it soon, and have it in your hands. By the way, am I to think of a total of 12 or 13 programs?

Cordially yours,

John
John H Lerch

*Have a good
photograph ready for publicity!
— anytime.*

*Lerch
file*

August 23, 1956

Mr. John H. Lerch
Psy. Warfare Det. 8239
APO 500
c/o Postmaster
San Francisco, Calif.

Dear John:

Enclosed you will find the result of your letter of August 20 regarding promotion of your series. I trust what I have done is satisfactory to you. Incidentally, though it is not enclosed, I sent (attached to the photo) an explanation of the picture.

If you wish to do another show in place of the cherry blossom program, it is perfectly all right with us, as I am sure we can change the order of distribution. However, if you do a show on New Years over there, I would have to have the program by the first of December in order to get it to the stations in time for New Year's Day broadcast.

There is the possibility - and a very distance one - that the stations will hold the cherry blossom program until the spring; as a matter of fact, I wouldn't be surprised if many stations held the whole series until after the New Year. Not very many stations carry the programs at the time we distribute them, most of them being anywhere from a month to a year behind us.

I repeat, however, that if you wish to do another program, we will be glad to distribute it and inform the stations of the timely nature of the cherry blossom program. Think it over, and let me know what your decision is.

I certainly was impressed by the announcement cards. The ordering deadline is next Monday, and as soon as the votes are counted, I'll send you a list of the stations taking the series.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok
Enclosures

Tokyo, Japan
Aug. 20, 1956

Mr. Robert Underwood
NAEB
Urbana, Illinois

Dear Robert:

I am very fortunate in having obtained the services of Marcel Grilli for the forthcoming talk on music which we record this Saturday, Aug. 25. I have also written Mrs. Ruth Sasaki in Kyoto, unquestionably one of the leading Western experts on Buddhism to come up (at her convenience) and speak on the 2500th anniversary of the death of Buddha.. for the 12th and concluding program. As yet, she has not confirmed this, but I will call her at her home next week.. Right now in the tremendous heat that has settled over Japan I suspect she is living at a mountain resort.

But I should like to turn attention to something else in this letter, namely some good (albeit conservative and institutional) publicity. I wrote a friend of mine at B/T Wilson McCarthy. He suggests (see enclosed) that you get in touch with Mr. Fred Fitzgerald, the news editor.. So I'm going to ask you to devise the story and send in the glossy prints for B/T, and only hope the story will break in the first weeks in September.

I would suggest that you state something of this kind.

John Lerch, writer-producer, has just completed a series of 12 fifteen minute programs for the National Association of Educational Broadcasters. The taped programs emanate from Tokyo and are informative in nature, consisting of current topics in the news, discussion with political and artistic leaders, interviews with key figures who through light on problems basic to Japanese life and economy.

NAEB plans to release the series to ^{ENTITLED REPORT FROM JAPAN} subscriber stations in the fall (date). Mr. Lerch is currently radio production supervisor with the Voice of the United Nations Command, operated by the Army Psychological Warfare Detachment in Tokyo. Prior to this assignment in the Far East, he was a producer for Radio Free Europe in Munich. Above photo shows him at an exhibit of miniature shrines; this one being the Yomeimon Gate at Nikko, perhaps the most famous and elaborate in Japan. The picture shows the scale model, an exact replica, prepared for a Tokyo collector who engaged 20 artists to work on the replica for a period of years. //

(etc... anything else you wish to add
about NAEB or REPORT FROM JAPAN)

MR. ROBERT UNDERWOOD, JR.

Now I believe that B/T will go along and give us a fair spread on this, if you will be kind enough to follow through.

Should you want other copies of this 5x7 I can have them made. Do be sure to put in some protective padding for safe mailing.

And, by the way, the first good word I've had here came from the Tokyo representative of J. Walter Thompson the other day whom I invited over to the studio. He thought the programs were fine, mighty fine, to use his words.

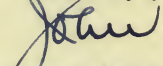
I do not know whether the Japan Society is going to buy the scripts and reproduction rights, so as far as I know these are primarily, as planned, an NAEB product and exclusive series of programs.

If you want, I will make an extra tape recording for the program that treats the Cherry Blossom festival, for I feel that unless this is scheduled so that it falls on the spring it would be an untimely thing to let run as it stands in the series. For example, I could get a special Christmas Number devoted to description of Christmas as it takes place in Tokyo and throughout Japan, or better still the New Years which is more colorful and important in a non-Christian country. This special number you could then run, calling attention to it by inserted announcements in your bulletin to the subscriber stations. And then asking them to watch out for the Cherry Blossom number, holding it until April.. or the right occasion.

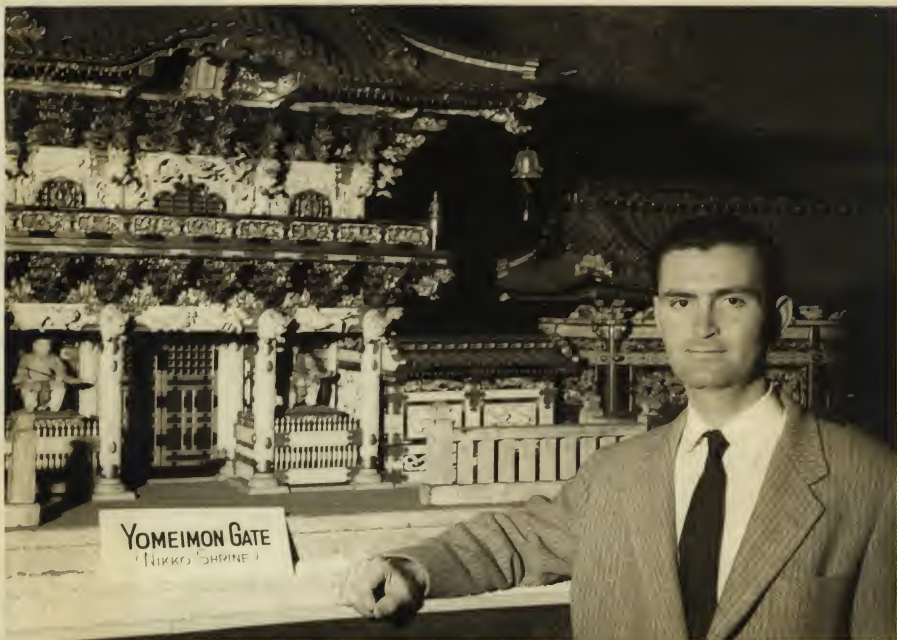
Well, we can work this out. And I'm perfectly willing to do an extra program in order to make the series as good as I possibly can. So far, I've put a lot of time and energy into these things, but I must say it has been rewarding and it has been fun.

Do let me know on the publicity; for I think we stand a good chance to get a decent spread here. Remember, Robert, this program is the only one of its kind presently coming out of Japan. More later on the little cards I'm having printed to send to a select number of people in the radio-TV industry; they are not ready yet.*

Cordially yours,


John H Lerch

* Plan to send about 100 to NAEB stations as soon as you give me the list of subscribers who will carry Report.



The above photo shows John Lerch, writer-producer of the REPORT FROM JAPAN series, as he attended an exhibition of miniature shrines in Tokyo. The scale model in the picture represents the famous Yomeimon Gate at Nikko. This exact replica of the Nikko Shrine was prepared for a Tokyo collector who engaged 20 artists to work on this project for a period of years.

SAMPLE

CARD

TO BE PRINTED

(200)

at \$5500 or \$15.00

Report from Japan

A NEW SERIES OF FIFTEEN MINUTE

RADIO PROGRAMS OF INFORMATION

COMMENTARY AND INTERVIEW TREATING

CURRENT ISSUES IN JAPAN

PREPARED FOR THE

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

BY

JOHN LERCH

IN

TOKYO

LISTEN TO REPORT FROM JAPAN 1956-57

*Broadcasting /
Telecasting
file*

August 23, 1956

Mr. Fred Fitzgerald, News Editor
Broadcasting/Telecasting Magazine
1735 DeSales Street
Washington 6, D. C.

Dear Mr. Fitzgerald:

In accordance with the suggestion of Mr. Wilson McCarthy (please see attached) Mr. John Lerch has asked me to forward information concerning his new series, REPORT FROM JAPAN, which will be released this fall over the NAEB Radio Network, a service of the National Association of Educational Broadcasters.

Therefore, I am enclosing a news release covering this series together with a photo of Mr. Lerch. I trust that you will find this information of interest and will call it to the attention of your readers.

Thank you for your consideration.

~~Sincerely,~~

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU:dfc
Enclosures
cc: Mr. John H. Lerch
Mr. Wilson McCarthy

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 DeSales Street, Washington 6, D.C., MEtropolitan 8-1022

August 10, 1956

Mr. John H. Lerch
Psychological Warfare
8239 A.U.
APO 500
San Francisco, Calif.

Dear John:

Many, many thanks for your letter of the 2nd. It certainly was a pleasant surprise...it has been a long time.

Regarding your news release and program, it sounds terrific. I suggest that you have the NAEP shoot along the material (photo, background, etc.) and address it to Mr. Fred Fitzgerald, News Editor.

I'm sure you enjoy Japan and its many wonders. Let us know how things go, and if there is anything we can do for you at this end.

Very best wishes.

Cordially,


Wilson McCarthy

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

Urbana 7-6611;
Ext. 3394

From: R. E. Underwood, Jr.

FOR IMMEDIATE RELEASE

August 23, 1956

narrower margins

REPORT FROM JAPAN, a series of 12 fifteen minute programs recorded in Tokyo by writer-producer John Lerch, is scheduled for fall release over stations of the National Association of Educational Broadcasters.

↓ 3

This taped series -- the only one of its kind presently coming out of Japan -- is informative in nature, consisting of current topics in the news from Japan, discussions with political and artistic leaders, and interviews with prominent individuals able to shed additional light on the basic problems of Japanese life and economy.

↓ 3

Mr. Lerch is in Japan as radio production supervisor with the Voice of the United Nations Command, operated by the Army Psychological Warfare Detachment in Tokyo. Prior to this assignment, he was a producer for Radio Free Europe in Munich, Germany.

↓ 3
-30-

*Lerch
file*

September 11, 1956

Mr. John Lerch
1240 Bryden Road
Columbus 5, Ohio

Dear John:

All of the material you sent has been received, and the series is now complete; and, in my opinion, a very good series it is, too.

Of great interest to you, I am sure, is the fact that the check for \$120.00 has started through the red tape factory here and should be forthcoming very soon. Since you are aware of university procedures, I know you won't be surprised if there is some delay. The check is being sent to your Columbus address.

With orders coming in, some 44 stations had taken REPORT FROM JAPAN. This figure, incidentally, is very good for a fifteen minute program series, and you are to be congratulated. When all orders are in, we will send you a check list of the stations carrying your series.

The release date of the first program is October 28, the series running from that date to January 13.

Hope to see you soon, probably before you read this.

Best regards.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok

RECEIVED
NAEB HEADQUARTERS

SEP 7 1956

7:8 9:10:11:12:1 2:3:4:5:6
Tokyo, Japan
September 3, 1956

Mr. Robert Underwood
NAEB
Gregory Hall
University of Illinois,
Urbana, Illinois

Dear Robert:

By now I hope that you have tapes No. 11 and 12 which contained their respective (original) scripts. In the last moment flurry here in Tokyo to expedite packaging and be on a plane even sooner than contemplated, I did not dare ask mimeographing to cut stencils, etc.

These last two I believe were excellent. Mr. Grilli on music was superb, as Mr. Woodard on Buddhism. In the event that something should have happened to these last two I had duplicates made which are even now in my footlocker going by water to the States! And I am preparing to pull out definitely (I think I advised you earlier of this government " riff") by Friday Sept. 7 after a conference at International House with Dr. Edgar Dale the audio-visual expert who happens to be from dear old Ohio State.

Since this fulfills my part of the contract, I suppose NAEB will be getting a check ready for \$120 one of these days, and I wish you would mail it to my permanent Stateside address: 1240 Bryden Road, Columbus 5, Ohio.

Mr. Robert Underwood

-2-

There will not even be time for another trans-Pacific inter change of correspondence quick as these things have been.

I do want to tell you how much I have enjoyed working on this project, for in my 10 months in Japan I was obliged to look harder, dig deeper than I might have ordinarily. It was truly great fun and pleasure to work out the material and to discover what remains of fast-fading "old Japan."

Now my plans call for a cross country trip from Los Angeles to Ohio, and I may very well stop off in Urbana to talk with you and with Dr. Skornia, to see what prospects there are in educational TV for a news director. In Los Angeles, by the way, I plan to talk with Kenneth Harwood about UCLA's " telecommunications " PHD program which looks impressive. I presume that a PhD is still a requisite for acceptance in university life... and I have decided on this.

Perhaps I'll have the pleasure of meeting you quite soon, and I look forward to seeing Dr. Skornia again, too.

Cordially yours... and for the final time
from Japan " Sayonara."

John

Tokyo
Aug. 23 - 1956

Dear Robert: -

Located the missing script!
Here, happily, is #8. It was
misplaced by mimeographing. (After all
they only turn out 30 different
scripts a day!)

Hope you have forwarded
photo + story to B/T, and we'll
reap some benefit.

I'm going to send you some
of the cards next week for private
or limited circulation. I only had
200 made, and prefer to mail from
Japan with a good display of
Japanese stamps on envelope

- Can you give me an idea of the
number of subscribers to Report. and
when the general release date will
be.

Cordially,

John

(Excuse haste)

RECEIVED
NAEB HEADQUARTERS

AUG 24 1956

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

JOHN H. LERCH
Psychological Warfare
8239 A.U.-APO 500-S.F., Cal.

RECEIVED
NAEB HEADQUARTERS

SEP 1 1956

Aug. 28-1956
Tokyo

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dear Robert:

Here is the card which I think is distinctive. Your letter today advises me of the publicity treatment through B/T and stations which I think is excellent. It has the proper amount of promotional quality while still being conservative and dignified.

Programs No. 11 and 12 to be recorded this week and airmailed.

My own fate with Psywar is hanging in the balance, for we are undergoing a terrific reduction-in-force owing to a \$100,000 budget slice. I expect to be given notice any day and will fly back to the states quite soon!! Needless to say, I'm sorry to say goodbye to lovely Japan, but think it may be high time to buckle either into mass communications in some university graduate program or try for a news job on an educational TV station.

Your ideas on this will be most welcome. I'll keep you posted on developments, of course! Will also send some additional cards in case Dr. Skornia would like them.

Cordially,

JOHN

Generally, announcements were sent with
the printed envelope + 80 yen worth of
handsome stamps. NOT APO -



MICHIGAN 1011

THE BILTMORE HOTEL
LOS ANGELES 13, CALIFORNIA

BARON LONG, PRESIDENT
CHARLES BARR, MANAGING DIRECTOR
EDWARD S. BERNARD, MANAGER

John Lark file

Sept. 14-1956

Dear Robert :-

Back in the good old U. S. A!
I had originally planned to drive across country in something I'd pick up in L. A. (Volkswagen -) but I've made another arrangement, so I shall not stop off in Urbana - much as I should like to.

I wonder, therefore, if you would send me a list of openings on educational TV stations or radio stations, for I understand NAETB does offer this personnel service. And would you kindly send me the information at my home address:

(1240 BRYDEN ROAD)
(COLUMBUS 5, OHIO)

Very shortly after arrival home I'll begin casting about for a job in TV as news director or



MICHIGAN 1011

THE BILTMORE HOTEL
LOS ANGELES 13, CALIFORNIA

- 2 -

program advisor, producer —
At any rate, after exploring
home ground (WOSC-TV-) and
hoping for the best there, I'll
have to get busy quite soon.

Any suggestions or help in this
direction will be most appreciated
and I still hope we shall meet
one of these days soon. By the way,
where is John Holt these days?

Cordially.
John Lerch

May 31, 1957

Mr. John Lerch
1240 Bryden Road
Columbus, Ohio

Dear John:

Sorry for the long delay, but this skipped my mind until yesterday.
Here is Holt's latest address:

42-42 Eightyeth Street, Apt. 1-V
Elmhurst, Queens, New York City

Best regards.

Sincerely,

Robert E. Underwood
Network Manager

REU:jg

File
"John Lerch"
folder

October 23, 1957

Mr. John H. Lerch
Crosley Broadcasting Corporation
3165 Olentangy River Road
Columbus 2, Ohio

Dear John:

Would be glad to send you the Journal and Newsletter. Attached is blank which with \$7.50 individual membership fee attached, will take care of that.

I'm leaving to Bob Underwood, whose area they fall in, to answer your other questions.

Best regards,

Harry J. Skornia
Executive Director

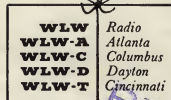
HJS:jg

CC: R. Underwood

Enc B54

added note to say
7 sheets cost \$4.00

the **CROSLEY GROUP**



3165 OLENTANGY RIVER ROAD
COLUMBUS 2, OHIO
TELEPHONE JEFFerson 5441

Dr. Harry Skornia
NAEB
Urbana, Illinois

RECEIVED
OCT 25 1957
HEADQUARTERS
AM 7:8/9/10/11/12/1/2/3/4/5/6 PM

Dear Harry:

(Bob) Several short questions which I can wrap up in one letter.
First of all, have you had any reaction via correspondence to the taped series I prepared in Japan last year: Report from Japan?

Secondly, since I'm not in Edgar Dale's office this year, would you be kind enough to furnish me with both the NAEB Newsletter and the Fact Sheet Service. (I have a public affairs program on WOSU-TV and can get over there to pick them up, but they are always filed away when I arrive at night).

Bob Finally, to whom should I outline a short taped series which I have in mind to do this summer? It's my expectation to be in Brussels for the International Fair, and I'd like to prepare about 3 fifteen minute tapes (color, facts, commentary, one key figure interview) and then from Dubrovnik, Yugoslavia do something rather different with another projected three programs; Profile on Yugoslavia. Could you use or accept a series as small as three?

Cordially yours,

John
John H Lerch

Crosley Broadcasting Corporation

SALES
OFFICES

CINCINNATI • NEW YORK • CHICAGO • SAN FRANCISCO
HOLLYWOOD • DAYTON • COLUMBUS • ATLANTA • DETROIT

October 23, 1957

✓
Mr. John H. Lerch
Crosley Broadcasting Corporation
3165 Olentangy River Road
Columbus 2, Ohio

Dear John:

This is with reference to your letter of October 21 to Dr. Skornia regarding some projected series you have planned for next year.

We are happy to receive short series such as you describe. If the material you get turns out to be very timely, we can offer the series as a special; if not, we can include it in the regular offering. The material sounds interesting. Keep me informed of your plans for these programs: dates, etc.

We have not had much correspondence re REPORTS FROM JAPAN. I feel, from conversations that I've been in, that the series was successful and well liked around the network. We could be distributing the greatest thing in the world, and no one would write and tell us so; thus I wouldn't worry too much about not hearing of reactions to the series.

Best regards, and let me know about these two new series.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/dfc

October 23, 1957

Mr. John H. Lerch
Crosley Broadcasting Corporation
3165 Olentangy River Road
Columbus 2, Ohio

Dear John:

Would be glad to send you the Journal and Newsletter. Attached is blank which with \$7.50 individual membership fee attached, will take care of that.

I'm leaving to Bob Underwood, whose area they fall in, to answer your other questions.

Best regards,

Harry J. Skornia
Executive Director

HJS:jg
CC: R. Underwood ✓
Enc. 8-54.

the **CROSLEY GROUP**

WLW WLW-A WLW-C WLW-D WLW-T	<i>Radio</i> <i>Via to</i> <i>Columbus</i> <i>Dayton</i> <i>Cincinnati</i>
--	--

3165 OLIENTANGY RIVER ROAD
COLUMBUS 2 OHIO
TELEPHONE JEFFERSON 5441

Oct. 21, 1957

Dr. Harry Swornia
NAEP
Urbana, Illinois

Dear Harry:

Several short questions which I can wrap up in one letter. First of all, have you had any reaction via correspondence to the taped series I prepared in Japan last years Report from Japan?

Secondly, since I'm not in Edgar Dale's office this year, would you be kind enough to furnish me with both the NAEP Newsletter and the Fact Sheet Service. I have a public affairs program on WOSU-TV and can get over there to pick them up, but they are always filed away when I arrive at night.

Finally, to whom should I outline a short taped series which I have in mind to do this summer? It's my expectation to be in Brussels for the International Fair, and I'd like to prepare about 3 fifteen minute tapes (color, facts, commentary, one key figure interview) and then from Dubrovnik, Yugoslavia do something rather different with another projected three programs: Profile on Yugoslavia. Could you use or accept a series as small as three?

Cordially yours,

John H. Lorch

Crosley Broadcasting Corporation

SALES
OFFICES

CINCINNATI • NEW YORK • CHICAGO • SAN FRANCISCO
HOLLYWOOD • DAYTON • COLUMBUS • ATLANTA • DETROIT

Dear John:

This is in response to your letter of January 6.

I am sure Halleck would be glad to give you
any advice you requested.

Best regards.

Sincerely,

Robert E. Underwood
Network Manager

Mr. John H. Lerch
1240 Bryden Road
Columbus 5, Ohio

REU:jg
January 8, 1958

JOHN H. LERCH

January 6, 1958

1240 Bryden Road

Columbus 5, Ohio

RECEIVED
NAEB HEADQUARTERS

Mr. Robert E. Underwood, Jr.
Network Manager
N.A.E.B.
119 Gregory Hall
Urbana, Illinois

JAN 8 1958

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

Dear Bob:

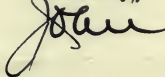
If things go well (and I manage to rent a Volkswagen and drive same from Brussels to Belgrade) you will have a short tape series late this summer. Meantime, plans, maps, and travel brochures!

Too bad NAEB doesn't have a European headquarters, an office in Paris. Come to think of it, an excellent idea. Interested?

I did want to get some more information about a series WOSU is carrying called Inside Russia, narrated and produced by Ted Hallock. The first program was carried yesterday, and I think the series is donated by a Henry Halser Investment Counsellor Service. Could you give me the address of this company, and also tell me something about Ted Hallock's present activities. This is something of the kind of thing I should like to do in Jugoslavia, although I won't have the staff of translators, etc.

Best wishes for a successful 1958.

Cordially,



February 4, 1958

Mr. John H. Lerch
1240 Bryden Road
Columbus 5, Ohio

Dear John:

65-53-12

Pursuant to your letter of 1 February concerning your program on Buddhism (#12 in the series REPORT FROM JAPAN, I am forwarding a copy of that program to Mr. Cameron Williams, Director of Public Relations, Motorists Mutual Insurance, 471 East Broad Street, Columbus, Ohio.

We would appreciate being reimbursed in stamps for whatever the postage might be. I trust the tape will be returned as soon as possible.

Best regards.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU:jg
CC: Mr. Williams

JOHN H. LERCH

Feb. 1, 1958
1240 Bryden Road
Columbus 5, Ohio

Mr. Robert Underwood
Network Manager
N.A.E.B.
Urbana, Illinois

Dear Bob:-

I had a request from Mr. Cameron Williams, Public Relations Director of the Motorists Mutual Insurance Co. in Columbus to let some company officers (including the President and Board Chairman) hear Tape No. 12 of Report from Japan which treated Buddhism, with my guest Dr. Woodard. This was the final number in the series.

Therefore, I wonder if you would be willing to send the original -- for a copy is not really necessary-- since it shall just be heard and then returned-- to:

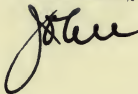
Mr. Cameron Williams
Director of Public Relations
Motorists Mutual Insurance
471 East Broad Street
Columbus, Ohio

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Cordially,



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